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# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. BOWELL & CO., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XI.      NEW YORK, OCTOBER 3, 1894.      No. 14.

## MORE LIGHT WANTED

Spasmodic circulation claims are made at irregular intervals by various St. Louis newspapers, which are without exception based upon special issues where large numbers of papers are printed for the occasion.

## THE REPUBLIC

is the only St. Louis newspaper publishing a circulation statement every day of the week, every week of the month, and every month of the year. Complete figures, with deductions for unsold papers and spoiled in printing copies, are to be found daily upon THE REPUBLIC's editorial page. These figures have been verified once a year for the past three years by experts, delegated from the advertising agencies of Lord & Thomas and Chas. H. Fuller, of Chicago. THE REPUBLIC's clear and lucid demonstration of legitimate advertising value for 365 days in the year makes the persistent refusal of other journals in the St. Louis field to furnish a statement conspicuous. A buyer of newspaper circulation should not be asked to select his purchase

IN DARKNESS

# ATLANTIC COAST LISTS



GR.  
HALM  
DES



## Large Crops Make Large Bank Accounts.

The acquaintance of people having ready money is worth cultivating. Bright advertisers are well aware of it, and arrange their advertising expenditures accordingly.

**The South** is the prosperous section just now. For the next year at least money will flow into its lap in such abundance as never before experienced. The corn and cotton crops now being harvested will make it rich. The terrible drought, which reduced the corn crop of the West more than half a billion bushels and in some sections totally annihilated other crops, did not reach the South. While the Western farmers will be poor for a year or more, those of the South will experience the most prosperous times in their remembrance.

There are 540 local weeklies on the four Southern divisions of the Atlantic Coast Lists. They reach these prosperous people.

*One Electrototype does the business.*

ATLANTIC COAST LISTS,

134 LEONARD ST.  
NEW YORK 6:69



# PRINTERS' INK.

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ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

Vol. XI.

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## INCIDENTAL ADVERTISING.

By Joel Benton.

It was said many years ago that there were many business men in England who would give Charles Dickens or Charles Reade, or any other novelist of great celebrity, a fabulous price to introduce into his story in some way the particular article they offer for sale. I rather think Charles Dickens *did* introduce in one of his stories something about "Day & Martin's Blacking," a legend concerning which was once placarded on one of the Egyptian pyramids; but, in this case, he did the thing voluntarily, and without compensation. The article had, however, already become so famous that everybody knew it. It was, so to speak, an "institution." Not to know of it was to make yourself a nobody. It has so far asked no odds of fame or of fame-makers, for it was already famous.

But its proprietors did not rest on their laurels. They kept pushing it. They would no doubt have given any noted author a most liberal sum to petrify their name, commodity or trade-mark in some one of his books. Perhaps in Dickens' case the blacking business was most handy to refer to. He, at any rate, had reason to remember it—if not pleasantly—perpetually in his most autobiographical story, "David Copperfield." He was himself the maker of men's understandings to shine (before he made them shine otherwise) by labeling blacking boxes preparatory to their shipment. \*

I forget whether this blacking over which he toiled was the "Day & Martin" brand or not, but I know the brightest literary journals in England—such as the *Saturday Review* and *Spectator*—have often referred to this brand because its celebrity made it almost compulsory for them to do so if they were to use for some purposes the fittest and most natural illustration.

An author cannot so easily lug into his page the name of a commodity that is unknown; but if it is well known, and on everybody's lips, he may find it necessary to mention it, and, by that incidental advertising, do it an inestimable service. But he need not and ought not to take pay for so doing. It is of a proprietary article that this is most naturally true, though there are many commodities and firms that lend themselves to this mode of exploitation. A bookstore, like the original "Old Corner Book-store" in Boston, it would be exceedingly natural to bring into any literary work.

The subject is a delicate one for authors of repute; and I am not advocating an irritation of business placards into books which literature is to crown. Perhaps it is quite enough that nature is so scarred; and it may be better that literature and art escape this label desecration.

Yet I do not see why, with journals of the day, there should be such a fear that some advertising mention should get into the news, correspondence or telegraph reports; especially in cases where its appearance is the most appropriate thing in the world. As the custom is now, not only words, phrases and paragraphs are suppressed by some editors, but entire articles sometimes are rejected which are in themselves wholly desirable, simply because they do, from the inescapable nature of the case, incidentally advertise somebody's business.

There seems to me to be altogether too much squeamishness among publishers about this whole thing. Suppose you do give some one you do not know, and who has not paid you for it, a little send-off towards publicity. You will certainly have a friend, and the Oriental proverb says: "He who has a thousand friends has not a friend to spare." The new made friend may even find out by this fact that you have a paper which reaches people

and is read, and he may become a patron. He may tell others and they may follow suit. In fact, this may be the very small pebble thrown into your own ocean whose wave shall reach some far-off Mediterranean shore.

It was Mr. Crawford, not Mr. Stockton, as a correspondent of PRINTERS' INK has it, who made the "Bar Harbor" article in the September Scribner's carry a reference to the "Plymouth Rock Pants" and "Castoria." But if it were neatly and not badly done, and scored a point, why not let it be done? It does not seem, at any rate, forced or unnatural—in which direction only flagrancy inheres.

#### TRADE PAPERS AND THEIR ADVERTISING.

##### GROCERS' PAPERS.

*By John Z. Rogers.*

In this modern and pushing age the trade or class paper has become an institution. Nearly every branch of business and nearly every profession, besides every recognized and popular sport and pastime, has one or more publications devoted to its interests.

As a class few are of more importance, probably, than those devoted to the grocery trade, or to be more technical, the food product papers.

The American Newspaper Directory, of the issue of 1894, contains a list of twenty-nine having a circulation of 1,000 or over. Of these papers seventeen are published weekly.

With a view to securing some interesting information regarding these papers I called upon Mr. F. B. Thurber, a gentleman who has been nearly his entire life in the grocery business, and one who is a veteran in advertising, and an authority upon trade papers devoted to the business.

"Yes," said Mr. Thurber, "there are a lot of papers published in the interests of the grocery trade—so many, in fact, that I have never even seen a large portion of them.

"From the standpoint of importance and influence, I think there are only four that can be said to be representative. They are the *American Grocer*, of New York, the *Grocers' Criterion*, of Chicago, the *New England Grocer*, of Boston, and the *Grocer and General Merchant*, of St. Louis.

"The *American Grocer* has not as

large a circulation as some others, but I consider it in the lead in point of influence."

"What essential points should a food product paper possess in order to be influential?" I asked.

"Upon its market reports and statistics largely depends the value to the subscribers and its dignity and influence as well. For instance, reports from the northern portion of the Pacific coast regarding canned salmon, from Maine regarding canned corn, from Maryland regarding canned tomatoes, and so on as far as Brazil, where our correspondent sends us reports concerning coffee; and as far as China and Japan, where another correspondent advises us concerning the tea crop, and the condition of the market."

"Upon general principles, and things being equal, how much more is an ad in a trade paper worth than in a general newspaper?"

"One hundred times as much, I should say," responded Mr. Thurber, "for the reason that every reader, assuming that he is a dealer, as is usually the case, influences one hundred consumers."

"But do the retailers, as a rule, push the goods out among their trade that they see advertised in the trade papers?"

"They do if they take enough stock in them, beyond doubt; and the best evidence that they buy them is the ads of the manufacturers and wholesalers that are continued year after year."

"The *American Grocer* recently rounded out a quarter of a century of a prosperous existence, and a number of concerns have been constant advertisers during all of the twenty-five years."

Then Mr. Thurber gave me an interesting little dissertation on trade advertising.

"For a manufacturer or importer, or wholesaler who does not distribute his own goods," said he, "three things are necessary.

"First—Interest the consumer.

"Second—Interest the retail dealer.

"Third—Interest the jobber, and do it all about the same time, for to do either without the other leaves a link out of the chain. It is useless to attract the consumer unless convenient supply depots are provided. A jobber can distribute to thousands of retailers at less proportionate expense

than the manufacturers can reach them directly.

"In turn the thousands of retailers can reach millions of consumers. The consumer is the foundation and in advertising all three classes should be addressed through the mediums which they read."

Then Mr. Thurber stated a number of axioms regarding advertising. They are not all original, but he believes them, and as they are worth repeating, here are a few:

"Large type is not necessary in advertising. Blind folks don't read newspapers."

"The fair sex don't hold all the curiosity in the world. First catch the eye, then appeal to the reason."

"Don't expect an advertisement to bear fruit in one night."

"A large advertisement once and then discontinued creates the impression that the man has fizzled."

"People who advertise only once in three months forget that most folks cannot remember longer than seven days."

"Trying to do business without advertising is like winking at a pretty girl through a pair of green goggles. You may know what you are doing, but nobody else does."

Mr. Thurber laid great stress upon an "advertiser selecting his audience," and the importance of choosing proper mediums. Illustrating this, he stated two interesting facts. A friend of his who had a printing office advertised visiting cards for fifty cents a hundred as a side issue. He began with a five-line ad in a Boston weekly claiming 532,000 circulation. The ad cost him \$20 and the only answer he received was a postal card from a newspaper publisher in Cleveland soliciting the ad for his paper. This occurred last spring.

The other example is equally striking. It is the case of the Coldwell Lawn Mower Co., Newburg, which advertised lawn mowers last May in the *American Grocer*, just for a "flyer." The ad brought so many replies, much to their surprise, that they continued it. Still, Mr. Thurber does not advise the use of trade papers for general advertising, as a rule.

Mr. Thurber related a little advertising experience which a large gents' furnishings dealer in St. Louis had. He determined to make a drive on collars and ordered immense quantities,

expecting big discounts. All the manufacturers except one granted the desired concessions. Expecting to bring this firm around, he inserted flaming ads in St. Louis dailies advertising collars of any quality or pattern two for a quarter, "except So & So's." A heavy trade followed, but to the dealer's surprise every other customer wanted "So & So" collars and the dealer found he had inadvertently given "So & So" the best possible ad.

Following is a testimonial which the publishers of the *American Grocer* prize highly:

NEW YORK OFFICE, 86 PARK PLACE.  
JAS. H. SHERWOOD, Gen. Agt.  
NEW YORK, January 16, 1894.

E. N. Root, *American Grocer*:

DEAR SIR—The fact of our being a continuous advertiser in your paper for the past seven years, and that we have just renewed our advertising for another year (after discontinuing all others) should be sufficient evidence of the high value that we place upon your paper as an advertising medium for articles of merit. Yours most respectfully,

IMPERVIOUS PACKAGE CO.,  
Per Jas. H. Sherwood.

Here is another particularly good one. There are few concerns that have advertised in one trade paper continuously for fifteen years.

GENESEE FRUIT COMPANY,  
JOHN C. MOTT, Sec'y-Treasurer,  
Office, 101 West St., cor. Jane St.  
(Stenographic Letter.)  
NEW YORK, Feb. 8, 1894.

*American Grocer*:

DEAR SIR—The fact that we have occupied and paid for the same space in the *American Grocer* continuously for more than fifteen years is conclusive evidence of our opinion of its value as an advertising medium in a general way, and more specifically we take pleasure in saying that there is no journal more frequently referred to than the *American Grocer* by trade sending us first orders. Yours truly,

GENESEE FRUIT COMPANY.  
Per John C. Mott, Treas.

These testimonials should give the discouraged advertiser in the *Hard Times Kicker* renewed courage.

Mr. Thurber is a firm believer in advertising during dull times. The *American Grocer* recently interviewed a number of the patrons of its advertising columns on this subject. The replies are summarized below:

First : "There is more need to advertise when trade is dull and stocks move slowly than when trade is good."

Second : "Advertisers get better value, because in dull times people have more time to read advertisements."

Third : "There is less pressure on advertising columns and there is bet-

ter chance for an advertisement to be seen."

Fourth : " Better arrangements can be made with newspapers for position."

Fifth : " That advertising is the seed-corn of business and that everybody should always preserve enough seed to raise a new crop."

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#### ADJUSTABLE SCHEDULE OF ADVERTISING RATES ADOPTED BY THE ASSOCIATED OHIO DAILIES.

*By Jno. T. Mack.*

The Associated Ohio Dailies was started in 1888 by a half dozen publishers who had witnessed the rise and fall of successive newspaper organizations.

One of the first questions the association took up was that of foreign advertising rates. After long and repeated discussions, a committee of five was appointed to consider the matter. One of the first things the committee did was to obtain from the members statements of the rates each was receiving on foreign advertising contracts and also the circulation of the individual papers. Here was a basis on which to build — a just basis for rates because based primarily upon circulation. The committee carefully went over the figures thus obtained, cast the average and submitted a basis for a system of advertising rates for all papers, adjustable according to circulation, to be quoted and used as net rates for all outside advertisers.

At the semi-annual meeting of the Associated Ohio Dailies, held on board the steamer City of Alpena en route to Mackinac, June 29, 1889, the subject of a schedule of rates for all foreign advertising was considered. All newspaper publishers know from their own experience that there is no uniformity among publishers in the rates at which such business is handled ; that hardly two papers in any State, or like circulation and character, or covering like fields, have similar rates ; that because of lack of system and uniformity publishers experience endless difficulty, annoyance and loss in their dealings with foreign advertisers. Many foreign advertisers have come to believe that newspapers have no bottom rates. Publishers are often compelled to take foreign advertising at an unjust and ruinous rate, or not get it at all, solely

because their competitor, or a neighboring publisher in the next city, takes it at such rates. Out of this utter lack of a system based upon circulation has arisen a discrimination as between the local advertiser and the foreign, both unjust to advertisers and unprofitable to publishers. ¶

For these evils the Associated Ohio Dailies has been addressing itself to the question of providing a remedy. The matter has been discussed at nearly every meeting since the association was formed.

A report and schedule of rates was unanimously agreed upon as equitable and fair. It was found not to be a higher average basis of rates than commonly charged. They were simply the minimum — the bottom—rates. Any higher scale any publisher might see fit to charge was left to his own choice.

The leaven thus set was left to work for six months, when at the meeting in January, 1890, the subject was again taken up. The scale adopted had been found by some members, especially the dailies having the larger circulations, to be a little high, while a few members reported it to be lower than the rates they received. The sentiment was unanimous that an utter demoralization of rates for foreign business had resulted from a lack of uniformity among papers, in calculating space values. A motion was carried that the chair appoint a committee to take the schedule report of the committee adopted at the summer meeting under revision.

The committee reported as follows :  
ONE INCH OF SPACE THE BASIS OF CALCULATION.

Upon a minimum circulation of 500, 1 inch, every day, one year, \$8. For next 500 circulation, 1 year, \$4. Each additional 500 circulation thereafter \$2.

For contracts of 6 months, 35 per cent discount from yearly rates.

For contracts of 3 months, 60 per cent discount from yearly rates.

DISCOUNT FOR SPACE FROM ONE INCH RATE.

From 3 to 5 inches, inclusive, 10 per cent.  
From 6 to 9 inches, inclusive, 15 per cent.  
From 10 to 13 inches, inclusive, 20 per cent.  
From 14 to 17 inches, inclusive, 25 per cent.  
From 18 to 21 inches, inclusive, 30 per cent.  
From 22 inches and upwards, 33½ per cent.  
These rates are for consecutive insertions.  
Three times a week, two-thirds of full time rates.

Twice a week, one-half of full time rates.  
Once a week, one-third of full time rates.

RATES FOR WEEKLIES.

Based also upon circulation, one-half of the daily rates ; one-third of daily rates when taken in both daily and weekly. These rates are for advertisements to have run of paper. For preferred positions 25 per cent extra.

## READING NOTICES

To be set solid, 50 per cent additional to display rates, to appear under classified heading and to take their run with similar notices, subject to special prices for changes, special positions, columns, etc., as each paper may determine. These rates are absolutely net to all customers known as foreign advertisers, except to approved advertising agents who shall be allowed a commission of 15 per cent on contracts for dailies, and dailies and weeklies inclusive, and 25 per cent on contracts for weeklies only.

It was not claimed that this schedule is perfect, but it has proven to be adequate, and members of the Associated Ohio Dailies testify from their own experience of the past three years that the most uniform and satisfactory card of rates for all foreign business they have ever used has been compiled for their individual journals from this schedule. Based upon actual circulation, taking into account also the character of the daily and weekly, the basis is not thought to be too low, but fair alike to advertiser and publisher, and as high on an average as newspapers generally have been receiving throughout the central West.

The Associated Ohio Dailies was justly complimented when at the National Editorial convention at Boston in June, 1890, the special committee appointed to submit to the convention a schedule of foreign advertising rates adopted without change the schedule of that association. It may be improved somewhat by revision, but the especial test of time has not yet suggested to those who have put it in actual practice wherein it is seriously defective. An exception in rates owing to certain special reasons may be made, indeed is sometimes justified, but the special reason should never be the fact that the schedule rate cannot be secured. There is but one solution to this whole subject of foreign advertising rates, that is, an absolute one price—fair and adequate alike to advertiser and publisher, a price which the legitimate advertiser can afford to pay and which yet gives the publisher a reasonable profit on his space—every inch of which costs money, every inch of which has a money value, and every inch of which can be made remunerative. The much abused yet complacent advertising agent is what the newspapers make him. He is on the other side of the counter when it comes to the price he shall pay. He gets his orders filled at the lowest prices possible, and in that respect does not differ from other mortals. That he is entitled to a fair

commission on the business he secures and handles is true, for he stands between the newspaper and the advertiser in responsibility, and as a solicitor creates business.

The action of the Associated Ohio Dailies has taken into account only the foreign advertiser. The rates of local advertising are generally, so to speak, self-adjustable, and are, as a rule, adequate. Then, too, the association recognized as a correct principle that the general advertiser covering a wide field should be entitled to lower rates than what is termed the local advertiser. The foreign advertiser expends a large amount of money in a given field, while on the other hand, he can, from the nature of the case, reap returns from but a comparatively small number of readers. He is a specialist, while the local merchant has a much larger direct constituency. The newspapers are few indeed that do not make a distinction of rates between foreign and local business, and such distinction is regarded as reasonable.

However, that is a matter for each publisher to determine for his individual paper, but one thing is true, everlasting and unalterably true, in the solution of this perplexing question of foreign rates, and that is that the rates based primarily upon stable circulation, on a scale representing the fair average rates charged by papers of similar circulation and character in like fields, should be unalterably adhered to. I believe the top should be the bottom rate. Undoubtedly the goal first to reach is a uniform basis of rates for papers in similar fields. The one disturbing element to the solution of the whole question is lack of a uniform scale of rates, and *co-operation of action*. Because of this, foreign advertisers have been led to the belief that newspapers as a class have no *fixed* rates, and advertising agents long ago discovered that between what the advertiser would pay and the newspaper would accept there was a wild field rich in margins, which he would go in and possess.

I repeat, when newspaper managers fix a fair, reasonable, adequate rate for all foreign business, based primarily on a stable circulation, and then adhere everlastingly to it, they will have solved this whole question to their peace of mind and their pocket's profit. The basis of every individual newspaper's card of rates should be as nearly as

possible *uniform* with that of every newspaper of similar character and in similar fields. Mark, I say, the *basis* of rates. Is not that true of every other commodity of business? Why not of advertising? It is the newspaper's commodity. The bottom and top rates should be the same. Every exception should prove the rule, and should be rare. It matters not eventually whether your competitor up street does or does not adhere to it. It would be better for you both if he did, but if he does not, in the long run he is the loser and you are the winner.

There is not an advertiser nor an advertising agent who does not respect a publisher who is master of his rates, and he knows, sooner or later, that that publisher's paper is the best paying medium for him. It is our part to make our individual journals the advertiser's necessity for the particular field we occupy. It is our duty to make our rates for all advertising reasonable, circulation and character considered. With these done, the advertiser will use our columns because he knows they will bring him the best returns.

The metropolitan papers have solved this whole question of rates. They are conducted absolutely in this regard on business principles. The smallest paper should be similarly conducted.

#### A CLEVER ADVERTISING SCHEME.

Millions of people are round about and they are carrying millions of dollars in their clothes. The whole end and aim of advertising is to induce them to deliver these dollars to you, and not to your competitor. If all the owners of the dollars were pretty much alike the matter would be simpler. But they are different! Some are simple-minded. It is easy to induce these to buy; so easy that they have already bought before you can get at them if you don't watch out. Some are thrifty. Their dollars are heated through with the sweat of their hands before they let go. You may lie awake nights studying how to get at such; but it can be done. Some are skeptical. If you offer good bargains to catch one class, these believe you to be a humbug. Some are intelligent but impulsive. Catch their passing fancy and they will leave more dollars with you than they expected to themselves. Some "never read advertisements."

Educate them. Give them at first the sort of an advertisement that can be absorbed unconsciously; coax them along; they'll be regular readers by and by.

There is no doubt about it: it is easy to sell goods if you advertise cleverly and don't make any mistakes. But it certainly is hard to avoid mistakes. Where are all the "*Great Fire Sale!*" advertisers? Gone, gone, gone. They made the mistake of supposing the simple-minded buyers to be a more numerous class than they really are. Still, there are bargain hunters left, and as they cannot be got out with fire and smoke, it seems to be the proper thing to fling Odd Cents and Former Prices at them—"6,253 Aluminum Coal Scuttles, Former Price, \$2 50, now \$1.11."

But this doesn't catch the skeptical buyers. You must use small, open face type for them—speak to them in an ordinary tone of voice, as it were, and be friendly. Don't ask them to call and examine your goods, but invite them to come around to the store at noon to smoke a cigarette. Be honest with them. If you discover an imperfection in a lot of goods, tell of it in the newspapers: "We find that those watches we have been selling for silver are nickel. We tearfully entreat all who have bought them to come and have their money refunded." If your announcement breathes a spirit of honor like that, how can the skeptical stay away? Before you know it you will have more skeptical customers than any other kind.

Advertising has got to be such a fine art that it is often managed independently of the business altogether. Have you read week after week the attractive and alluring advertisements of some concern until you came to have a distinct and favorable impression of its manner of doing business? And have you visited that concern only to find the goods very ordinary, the salesmen indifferent, and the whole atmosphere of the place so different from what you expected that you went away disappointed and with no desire ever to return? That is because the attractiveness is all in the man who writes the advertisements, and who is probably as little acquainted with the firm and with its business methods as you are yourself.

The careers of many advertising firms are brilliant but short. They

gain an enviable reputation with newspaper readers. They attract buyers to their store; and they do a rushing business for a time, because there are a great many people. But if a buyer never comes back the field is sooner or later exhausted and then—there's a store to let, and a gap in the business world.

The pursuit of the dollars of the people by means of advertising is legitimate and proper if the advertising is founded on truth.

All other advertising is bunco-steering.—*Browning, King & Company's Illustrated Monthly.*

#### ADVERTISING IN ENGLAND.

The first thing which "struck" me on putting my American foot on English soil was the advertising. It did not dawn upon me gradually, but came with full force. Advertising was here and there and everywhere. The busses and "trams" were literally covered with every advertisement, it seemed to me, in the world. I felt my eyes getting as round as saucers, and was forced to conclude that whatever else the English might be slow in, they were not slow in advertising. Peering at one from window shutters and doors of private residences, were ads of famous proprietary medicines. On door stones and curb stones, whichever way you look, an ad of something confronts you. On the train from Liverpool to London we noticed that the beautiful landscape is dotted with advertising. Beecham's Pills nodded to you on this side from a little board, and bowed to you on the other side from a big board. Pears' Soap loomed up everywhere, and Vinolia Soap followed with Mazawattee Tea. Hudson's Soap had a fair field, too, and the way the drugs and "The Pickwick, The Owl and the Waverly Pen, etc.," danced about was a caution. At the stations, which were not far apart, there was a continuous glare of advertising, and the Detroit *Free Press* ads gave me a very home-like feeling. Everything that can be used for advertising purposes in England is utilized. The backs of the 'bus or "tram" tickets, the latter of which are about an inch wide and two inches and a half long give a good space on blue, green, red, yellow, purple and white background for advertising. Quoting some on tickets that now lie

before me, a West Kensington 'bus line, white ticket, "Justice to Ireland with Beecham's Pills." A Hammer-smith 'bus ticket, pink in color, has on its back, "A Ride to Khiva." Captain Burnaby in the narrative of his famous 'Ride to Khiva' states that he took with him some quinine and COCKLES PILLS, the latter a most valuable medicine and some which I have used on the Natives of Central Asia with the greatest possible success." A green ticket of the Atlas 'bus line has on its back, "The future Mrs. 'Awkins takes Beecham's Pills." So on the back of every ticket one finds an ad of some kind. The English have a way of making the best of their advertising, and in many instances it smacks of egotism. For instance a small and rather inferior looking residence will be heralded as "This Noble Mansion To Let." A store room I saw, which was hardly high enough for one to stand upright in, had in large showy letters on its front, "These Commanding Premises To Let." I looked all about to see what the premises commanded, and sure enough across the narrow roadway was a large barren tract of ground, but a high board fence about ten feet completely obstructed the view, unless one got on top of the roof of the building. Sitting on the stone coping which surrounds Hyde Park and leaning in various attitudes, I saw, one afternoon, about thirty men in uniform, every one of which had the name of a certain steamship line on his cap. A little farther along I saw another lot of men, in different uniforms, bearing another steamship company's name on their hats. You see so many of one sort of ads that the thought presents itself at once, it is the repetition that attracts. I think I must have seen at least seventy-five or a hundred men all dressed in white, bearing banners with the title of the play, "Shall We Forgive Her?" Now if I had seen but one man I certainly should have passed the show by. But before they were all out of sight, I began to think there must be something worth seeing in the show and I went. Another novelty in advertising in and about London are the cries of the street hawkers. I was awakened one morning by a good baritone voice singing out, "Catch 'em alive, catch 'em alive. It kills your black beetles, and spiders and flies,

the tormented things, catch 'em alive, catch 'em alive," and on inquiry learned the man was advertising a certain fly paper. Every place one visits has guide books, and these books, like the English papers and magazines, are teeming with advertisements. I once bought a bouquet of beautiful flowers as I was crossing the Kew Bridge, near London, for which I paid the small sum of "tuppence," four cents of American money, and on examining the flowers closely, I saw one that appeared to be made of tissue paper, which proved to be the case, and on opening its petals I saw, as usual, an ad, "Whitely, the Universal Provider." The very next place I went to in London was this extensive business place, said to be the largest in the world, where everything may be found; as one man said, "We born and bury you."

EMERITUS.

## STUFFING.

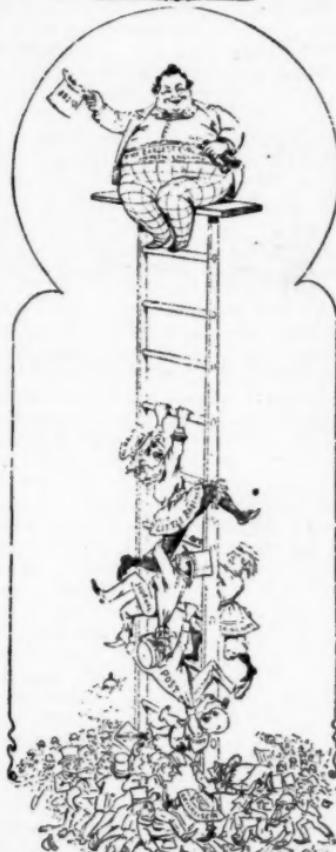
To stuff is to fill up a cavity. Stuff is the material of which a thing is made. Worthless matter is sometimes called stuff. To fill very full is the old English meaning of stuff—"to cause to swell out by putting something in." Stuffing is that which is used for filling anything. In colloquial English, stuffing is most frequently spoken of as a substance that is capable of being knocked out. To knock the stuffing out of something is a transaction usually spoken of with satisfaction. The person or thing said to have knocked the stuffing out of some other person or thing is thought well of, and whoever asserts of him or it, that he or it has knocked, etc., intends that his remarks or assertions shall convey praise and not blame. PRINTERS' INK is led to these musings by having recently overheard a statement coming from the lips of an authority on such matters, to the effect that the Campbell Printing Press Company of New York have just now in hand, in a state nearing completion, a printing press that "will knock the stuffing out of R. Hoe & Co." If this is true it is surely interesting.

LAURA JEAN LIBBY understands the art of advertising. When in Baltimore once she was driven all over the city in a barouche with four milk-white steeds. She registered in a St. Louis hotel, "Laura Jean Libby, author of 'Miss Middleton's Lover,' 'Parted by Fate,' etc."—*American Newsman*.

## A SOVEREIGN REMEDY.

When trade is rather slow  
And the money doesn't flow,  
And everything seems going to the bad,  
You'll be wise indeed, dear boy,  
If some ad-smith you employ  
To write you a catchy little ad.  
If the chap is not a jay  
His work will be O. K.,  
And the result can't fail to make you glad,  
If you hurry up and run  
To some first-class medium  
And insert that catchy little ad.

WHEN some years ago a barber announced himself as a "tonsilorial artist," the world looked on in awe. It was this barber's ambition to have his calling class not as a mechanic, but as a profession. He has had many followers since then, and now the sign "tonsilorial artist" attracts little or no attention.—*Philadelphia Record*.



The great struggle among Boston newspapers is for second place, and the *Globe* man calmly leaves them to fight it out among themselves.



are intended to be used, No. 25 of "Points to Advertisers" contains twenty-three sample advertisements composed by Bert M. Moses, the ad smith of Brooklyn, and modeled after the ready-made advertisements of the retail advertisers' department of PRINTERS' INK.

Advertisers find these pictures effective. Most newspaper men are well acquainted with the service rendered by the American Press Association. To many general advertisers, however, a sight of one of these sheets of "points" is a revelation. The original of No. 25, which is reproduced here, is the size of a page of an ordinary six-column newspaper. The influence of this enterprise upon the advertising columns of local papers has been surprising.

#### NO WIRE FENCES IN HEAVEN.

A Chicago wire-fence manufacturer, considering the idea of getting an advertisement into the *War Cry*, writes:

*Editor War Cry:*

DEAR SIR—We are considering the question of the most desirable medium in which to place advertising for the coming year. Heretofore we have confined ourselves to religious papers, very largely to denominational papers, believing that the great bulk of religious reading people had some definite creed and would subscribe for their church organ: also believing that the great bulk of those who subscribed for under-denominational religious papers, were people who lacked a definite creed. It is a matter of business with us, as we want to reach the class of people who build homes and buy fences. If you have any points in favor of the class to which you belong we will be glad to hear from you.

Yours truly,

To this communication the *War Cry* responds editorially:

While the *War Cry* doesn't accept advertisements, yet, intending no disrespect to the writer, we gladly affirm that there are many "points" in favor of the "class" to which we belong. First, that nothing short of a full and complete deliverance from sin by the Blood of Jesus Christ is sufficient for mankind. Second, that the homes we build, that is, the best ones anyway, are in Heaven, and we can't take a wire fence along any more than can some of the people hanging onto the idols of their hearts. God help us to advertise salvation full and free!

#### WHERE HE MADE A MISTAKE.

He seems to think, since at the fair  
He took the highest prize,  
There is no further call for him  
His goods to advertise.  
But this is where to make mistakes  
The fellow has begun,  
For since he doesn't advertise,  
Why no one knows he won.

—*Detroit Tribune.*

#### HOW NOT TO ADVERTISE.

I wonder if the men who write advertisements ever think how the advertisement looks to the man on the other side. When a traveler is riding quietly in a Pullman car along some beautiful or picturesque line, and constantly sees staring at him from the opposite side of a winding stream or a mountain valley "Sackbut & Psalterey's Corn Plaster and Apple Sauce," he is not likely to have a great respect for the common sense of the monumental idiots who have disfigured nature in such an outrageous manner. When I see such a sign as that I quietly make up my mind that if my corns are never cured and I never have any more apple sauce, unless I buy of Sackbut & Psalterey, I shall go without apple sauce. When men produce offensive and disgusting advertisements, they produce a bad impression on the public, no matter how good the article may be.

Advertisers generally say, "If I can only make a noise and attract attention, I can succeed in business." Now, it does not strike the purchaser that way. He don't care a "continental" how much noise a man makes. He is not in the market to buy noise; in fact, most people would prefer to buy a little peace and quietness if it were for sale anywhere at a reasonable price. It teaches a lesson, and one that the advertiser and the non-advertiser are not likely to learn—that the purchasers are not buying advertisements. They are buying goods. It is the goods that they want, and not Sackbut & Psalterey's effrontery and bad taste.—*Business.*

A CLEVER advertisement acts in the same manner as a boomerang. If it is skillfully handled, it comes back to the advertiser; if not it remains where it falls and is, most frequently, lost forever. The art of skillfully handling an "ad" is far more intricate than the casting of a boomerang, and requires a deeper knowledge of force as well as a thorough ability to reckon the value of space.—*Clother and Furnisher.*



#### A SIGN OF INTELLIGENCE.

Friend—Are you superstitious? Do you believe in signs?

Successful Merchant—No; newspaper advertisements are better—and cheaper.

## HUMORS OF BILL-POSTING.

All trades have their droll aspects, but that of the bill-poster is one long vista of fun. He may become an artist-comedian of the first order. It does not require much brain weight, either. An old fence is his only arena and his posters are his stock in trade.

His fun is but momentary, but it is potent while it lasts. He accomplishes it by means of the combinations he is forced to make when he pastes new bills over the old ones. Some of the combinations are very funny. Thus he is forced to become a mirth-producer whether he will or no, but there are some among the men who get their livelihood in this manner who intentionally place the new bills where they will produce the oddest if but momentary effects.

A reporter watched one of these knights of the paste-pot while he proceeded to cover up a rather flaming picture of his Satanic majesty with a bill which portrayed a naval officer in full uniform. The first section put on was the officer's head. As it fitted exactly on to Mephisto's shoulders the effect was comical. The next section brought the naval man down to the bottom of his coat. From a short distance it appeared precisely as though he was minus his nether garments and stood bare-legged in the rising flames which enveloped him up to his knees. The bill-poster chuckled as he surveyed his work at this point, and asked the reporter what he thought of it while he covered the officer's nakedness with a pair of trousers and shoes.

The bill-poster was quite talkative in his way, and spoke of the droll side of his business. "Did it never occur to you," he said, as he picked and sorted some flaming colored bills preparatory to pasting them on the fence; "did it never occur to you what an odd and amusing business this is? You saw me put a uniform on the devil. Funny, wasn't it? Well, it wasn't a patch to the effects produced sometimes. These bills have to be changed nearly every week, and the posters get fixed

up in the queerest way. I've put angels' heads on devils and devils' heads on angels. I've put a man with a dress coat on where a ballet girl was, so that it looked as though the skirts branched out below where the coat was. I left it there for a moment while I pasted other bills and quite a crowd gathered around. A policeman came along and I had to cover it up."

"Once I had a Salvation Army poster to put up, and when I pasted the top portion of it over a bill advertising the play of 'Julius Caesar' the large blue bonnet of the Salvation Army girl fitted Caesar perfectly. It was too bad I had to spoil it."

"You see that ballet girl on the fence over there? I have got to paste this big cat over it. Now watch me do it."

He took a section of a bill with the head of a grinning feline on it and placed it so that it fitted to the girl's shoulders. A halo surrounded the cat's head and the whole affair had a puss-in-boots air about it that reminded one of early fairy tales. Near by on the fence was a heroic-size negro minstrel, whose immense teeth showed through lips which stretched from ear to ear.

"Now see how I will fix that fellow," said the man of the brush, as he got ready a bill on which a large tiger was represented balanced on a big blue ball. The tiger's position was on the upper part of the poster. The first section fixed the animal's head on the fence and with the next the body and feet were pasted up. Then appeared a curious effect. Where the blue ball was to be pasted the negro's face still grinned, but the tiger was now standing on top of the man's head.

"That," said the bill-poster, grimly, "is what I call a real artistic effect. It isn't often an artist can create a Samson in one stroke of his brush."

Following his pasting of the tiger, the man proceeded to put up a bear. On the spot where it was to go an overfat baby held up a package of a compound much advertised of late. The bear was built up from his feet



SOME STARTLING EFFECTS WITH THE BILL-POSTER'S BRUSH AND PASTE.

which rested on a horizontal bar. The bear's neck and the baby's neck touched the same point, and before the bear's head was pasted up there appeared a combination of human and brute anatomy which could hardly be equaled by a monstrosity in a dime museum.

Bill-posting has undergone a great change in recent years. It is not the haphazard business it once was. That is, it is not allowable for men to go around pasting bills wherever they could find a fence. Most of the big fences are pre-empted now by firms, who pay rent for the privilege.

The old sign of "post no bills" is more potent than it was. Its infringement now may mean a lawsuit. It used to be very much disregarded. There is record of a very literal man who was arrested for infringing a sign which read, "post no bills under penalty." When the judge asked him if he had any excuse to offer he said he had not "posted under penalty." He had posted further along the fence." — *New York World*.

#### MIXED THE HEADINGS.

Among the curiosities of typography a prominent place must be given to the recent achievement of a Chicago paper in the mixing up of head-lines in a most startling manner. First there is an article with this caption:

##### THE CONDOR OF THE ANDES.

ALBERT SEATON BERRY OF KENTUCKY BEARS THAT DISTINCTION.

In another column on the same page of the paper in question is this announcement:

##### TALLEST MAN IN CONGRESS.

SOARS FAR ABOVE THE EAGLE AND REACHES A HEIGHT OF SIX MILES.

—*Minneapolis Times.*

##### CIRCULARS ARE STILL PROFITABLE.

The circular still holds its own as a profitable advertising medium, although in this, as in hundreds of other mediums, there are barrels of money wasted.

Few people who send out circulars realize that there are certain features which their efforts must possess in order to appeal in the least to their recipients. If you pick up specimens of this class of literature that abound everywhere, you will be impressed with the general unattractive character. There is so much of this stuff afloat that you must needs have something good if you expect to derive any benefit from it.

The circular system of advertising is one of the best in vogue, if properly carried on. A circular should be prepared with features that will at once catch the eye of the busy business man, who, when he opens his mail, the moment an unsealed envelope comes to hand, loses his interest, and if his eye is not immediately caught by some alluring picture or phrase, boldly printed, the little misive will be dropped in the waste basket, where, doubtless, many others of its kind repose. So, in framing a circular, it is of the utmost importance that some bright saying or startling statement should lead off, and then, as people seldom peruse this kind of reading matter as a pastime, the story should be told quickly and as effectively as it may in a few words. Rouse interest in your goods, and let details be explained later.—*Business*.

#### THESE HAVE ALL BEEN HERE BEFORE.

A wise saying: "They sell most who advertise most."

A true advertisement is the echo of your conduct in the store.

Advertising, to a well-stocked store, like rain to a thirsty plant, enlivens and leaves "silver drops" all around.

As a stiff breeze sweepeth the clouds from the sky, so brisk advertising sweepeth cobwebs from the hustling merchant's store.

A long-winded ad containing little reason, like a bin of chaff with a few scattered grains, is not worth the trouble of looking over.

The brightest and most original advertisers of the day are not necessarily so because they advance new methods, but simply because they know how to say their say as if it had never been said before.

When you wish bread from your wheat, you are willing to wait till it's ground. Results only come from your advertising after your arguments and offers are thoroughly ground into the public mind. — *Lumber World*.

When publicity was first given in PRINTERS' INK to the paragraphs printed above, each item was paid for at the rate of fifty cents an item. This time, however, we shell out nothing. Our scissors editor, seeing them printed as original matter in the *Lumber World*, clipped them and credited them to that high-principled journal.



##### CHANGED HIS OCCUPATION.

"What became of that young fellow who used to be making temperance speeches all the time?"

"He is writing advertisements for Guffy's Malt Whisky."

## THE ART OF PUFFING.

It requires skill to puff discreetly. If properly done it is wise journalism. Telling the plain truth about people is always in order. Praising what is praiseworthy in a direct and discreet way is not only legitimate but right. It is slopping over, or lying, which nauseates. A newspaper should be swift to award praise where it is deserved and should do so for friend and foe alike. Nothing is more contemptible than a selfish, envious newspaper, that never says anything good, but is always saying something mean. Let it be known that whenever you praise any one he deserves it, and then your puffs will be prized.—*Missouri Editor.*

## THE EDITORIAL WE.

The National Editorial Association is composed in the main of publishers of country newspapers, and the influence of woman is one of the potential forces of the country press. The wife or daughter of the country editor is very frequently his most valued assistant, not only in the making of his home, but in the making of his newspaper. And this is one secret of the power of the country press which is not fully understood by the editor of the big city paper. The editorial "we" generally expresses the opinions of the family of the country editor, and the country newspaper rarely contains an editorial sentiment or an important piece of news which is not acceptable to the editor's household. The result is that the country press is, first, true to the family, and all else that makes for good government follows.—*Paper and Press.*

## THE SCHOOL PROSPECTUS.

The Spectator has learned that the writers of school prospectuses always laid themselves out to do very fine writing indeed. And he has learned that this serious and laborious effort usually resulted in high-flown platitudes of which the average sophomore would be ashamed. Here is what is declared to be the aim of one school, called by the principal "a college-preparatory school for girls":

"Believing that character-building is education in its highest sense, and is the three-fold development of mental, moral and physical powers, we shall make it the aim of the instruction and management of the school to arouse and develop these powers in our pupils."

Not only are the platitudes in these school advertisements turgidly expressed, but in very many instances the English is inexcusably bad. The personal pronouns baffle nearly all of the writers, and they skip from the singular "her" to the plural "them" with entire freedom. But the teachers should not be blamed too severely, when a very distinguished clergyman in New York gives to one of them this recommendation: "Her methods of instruction are calculated to bring out the best powers of the pupil, and inspire them with a love for knowledge for its own sake."—*The Outlook.*

## TO BE AN ANGEL.

*From an Oregon Paper.*

Angels don't have piles, but piles of people would like to be angels but can't because they've got piles, so use Haller's Australian Salve and cure the piles and be an angel. For sale by G. W. Foogman.

JAMES GORDON BENNETT has long maintained that the personal column is the *Herald's* most popular feature.—*Town Topics.*

The brightest little journal in the country, PRINTERS' INK, tells its readers that it has "no back numbers." Pattern after this on your stock.—*Shoe Trade Journal.*

MR. OTIS F. PRESBERRY's official connection with *Public Opinion* of Washington has ceased and he now has charge of the advertising department of the New York *Evangelist*.

It is said that neither the *Independent*, the *Observer* or the *Evangelist*—three leading religious newspapers of New York—could be purchased for \$500,000, or all for a million and a half.

The basis of every individual newspaper's card of rates should be as nearly as possible uniform with that of every newspaper of similar character and in similar fields. The bottom and top rates should be the same. Every exception should prove the rule, and be rare.—*John T. Mack.*

WHO is to blame for the evils that have grown up around the advertising agent? Clearly the newspapers. They have not adhered to a just rate for their advertising space. The agent of one of the largest foreign advertisers in the country recently said to me: "Of every hundred newspapers I do business with, with about twenty I have to do it on their terms, with the eighty I do it on my own."—*John T. Mack.*

A RETIRED veteran journalist writing of press associations expressed the opinion that they were not of much practical value. He wrote in reminiscence of a dead past. Were he still in the harness, had he had a part in the marvelous transformation which journalism has undergone of late years, both as a self-respecting and independent business and a profession, he would not have made that statement.—*John T. Mack.*

THE designs on the Government money are engraved on a surface of soft steel in sections, which are called dies. When the engraving is completed these dies are hardened and tempered by means of heat and chemicals. A soft roll of steel is then passed over the hardened die by pressure, and the design is transferred in relief to the roll. The roll is then tempered and hardened, and from these rolls transfers to soft plates for the printing are made. These soft plates are then hardened and given to the printer.—*Paper and Press.*

Up to forty years ago all printing was done on wet paper, and no printer thought it possible to print on dry paper. About that time—1848 to 1850—George P. Gordon, of New York, invented a little machine for doing job printing—treadle-presses they were called. They were made chiefly to print cards, and it was found that when you used smooth, polished paper you could print dry. This beginning of dry printing got another step when some job printers made use of cylinder-presses for pamphlets. If a pamphlet was needed in a hurry, to print by the dry process saved much time, and, moreover, it soon became apparent that dry printing on smooth paper was best.—*Theodore L. DeVinne.*

## PRINTERS' INK.

## FREQUENTLY.

Little tricks in talking,  
And lots of gall, I guess,  
Make the advertising  
Solicitor's success!

## DUST.

Dust on the "bargains" and dust on the floors,  
Dust on the windows and dust on the doors,  
Dust on the counters and dust on the shelves,  
Dust on the coats of the salesmen themselves,  
Dust on the cash boys, dust on the stools,  
Dust in supremacy everywhere rules,  
Except in one place—it will cause no surprise—  
No "dust" in the till, for they don't advertise! ♦♦♦

## THE FARMER ON TOP.

There's the man who writes the verses;  
He who gets so many curses  
From the editor in his despotic way;  
He has no chance of winning,  
For the granger stands a-grinning,  
His hens get more than poets for their lay.

It is not alone the poet,  
'Tis a cold, cold day, we know it,  
For every class of literary men;  
With hogs eight cents a pound,  
All the dollars large and round  
Go to the farmer for the product of his pen.

## A PROFITLESS PROPHET.

A "business builder," brave and bold,  
Who makes—for others—wealth untold,  
Who writes up ads in such a way  
As brings in "fortunes" every day;  
One of those sharp and shrewd "experts"  
Whose pomposus ad the wise diverts,  
Was lately asked how much he made  
Per year for boozing others' trade?  
The sum was so exceeding small!  
We wondered at the ad-smith's gall,  
If he built business up so quick  
And brought in profits fast and thick,  
'Twas wonderful the careless elf  
Could not make money for himself!

## HOW IT WORKS.

Scene—An editorial sanctum, editor writing at his desk. Enter manager of the advertising department rubbing his hands expressive of intense satisfaction.

Editor—Well, Mr. Space, what is it?

Mr. Space—I have just closed one of the largest and best advertising contracts I have made since the paper started.

Editor—Indeed.

Mr. Space—Yes, and it will run for a year.

Editor—Who is the party?

Mr. Space—It is a big Kentucky firm, you see, and they are boozing their "pure copper distilled, instant death whisky." They are the biggest advertisers in the country today.

Editor jumps to his feet, hurries to the pipe connecting with the composing room and shouts, "Foreman."

"Hello!"

Editor—Have you got my editorial, "Death to the Whisky Traffic," in type?

Foreman—Yes, and I am just putting it into the form.

Editor (vehemently)—Kill it.—*Texas Siftings.*

## PRINTERS' INK.

## THE ADVERTISING ART IN OREGON.

Ponce de Leon made a mouse-colored ass of himself by chasing around in Florida looking for a fountain of youth. To-day, men of sense obtain the boon that Ponce was hankering for by going to High & Storey's and being infused with new life by indulging in a refreshing shave, hair cut and shampoo.—*Ashland Record.*

## THREE ROADS TO FAME.

There are three ways in which a writer becomes famous, one is in having something to say, another is in saying things well and another is due to position. Some publications make a specialty of publishing articles by men of position who may or may not be good writers. An adviser once told me that in order to become known I ought to publish something. Later I saw a publisher who told me before he could accept any of my MSS. I would have to be known.—*Denver Times-Sun.*

## EVENING VERSUS MORNING PAPERS.

There is one point of daily newspaper evolution which the morning press never dares discuss. It is the fact that the great mass of readers have no time to read a morning issue. The evening paper has the best field by all odds; for what doth it profit a man to publish a paper in the morning if the people perversely won't stop their avocations in the forenoon to peruse it? They insist on doing their reading in the evening; hence, they naturally prefer to take the evening paper, containing to-day's news rather than the morning one with yesterday's news.—*Toledo Blade.*

## TO CIRCUMVENT THE POSITION ADS.

When the publisher has sold all of his top of column space to the baking powder people, all the positions following reading matter to the washing powder people, when he has made a checker board of his paper by surrounding every patent medicine ad with editorials on four sides, it sometimes happens that he has no good place to offer for your important announcement. There is one way left for circumventing the position ads! Take a whole page! Times are dull, cash is short. A contract for one insertion of a page is quickly performed. No position is demanded. Every reader of the paper sees the ad. The result is immediate. The publisher suffers no reduction by reason of wrong position, and his pay is due the minute the paper has appeared.—*From a circular of the Geo. P. Rowell Advertising Co.*

## MORAL: ADVERTISE IN "PRINTERS INK."

The only exclusively creamy paper published.

"THE CREAMERY JOURNAL."

By Fred. L. Kimball.

WATERLOO, Iowa, Sept. 20, 1894.

*Editor of PRINTERS' INK:*

Last year I paid \$140 for 10,000 mailing tubes for one of my customers. This year I inserted a "want" in "The Little Schoolmaster" and received twenty-two replies, and bought 10,000 tubes for \$40. The want made a clean hundred for my customer. Send bill! I guess I'll pay it. Yours truly,

FRED. L. KIMBALL.

**PARTICULARLY ENJOYABLE.**

CHICAGO, Ill., Sept. 22, 1894.

*Editor of Printers' Ink:*

We were much interested in the display of Brown's Iron Bitters advertisement series. \* \* \* The last number of PRINTERS' INK was a particularly enjoyable one.

Very truly, LYON &amp; HEALY.

**DISCOURAGING AN INFANT INDUSTRY.**

SANTA BARBARA, Cal., Sept. 13, 1894.

*Editor of Printers' Ink:*

The following recently appeared in the *Morning Press* of this city:

**Too late for Classification.**

A MARRIED man with no kids can find a good permanent job as man of all work, on a small ranch, with good pay for the times, and a comfortable house free, by addressing Ranch Superintendent, Press office.

H. C. BOOTH.

**A NEBRASKA HUMORIST.**

LINCOLN, Neb., Sept. 20, 1894.

*Editor of Printers' Ink:*

I notice the following ad running in the country papers :

"Wheatel"—the New Breakfast Food  
downs 'em all.

Isn't this a questionable recommendation for "Wheatel"? Who wants to tackle a breakfast food that has a reputation for "downdown" everybody? Wouldn't this be better:

Everybody downs "Wheatel" — the new breakfast food.

H. W. HEBBARD.

**THE FACTS RUN TO EARTH.**

AUSTIN, Texas, Sept. 15th, 1894.

*Editor of Printers' Ink:*

The information you furnished me and circulated broadcast is misleading; and I now write to give you particulars which you tried to furnish me, regarding the chalk plate.

I got impatient to hear from you and made other inquiries. I was referred to the Hoke Engraving Plate Co., of St. Louis, and after receiving their circulars and prices I ordered an outfit and have since had several illustrations in our paper. I learned from the circulars and what little I have used the plates that the Chalk Plate process is not only the most practical, but the quickest way for making cuts for a paper, especially a daily paper, where one can't take several hours to make a cut. They are simple and can be handled by an engraver of little experience. A cut can be made from a chalk plate in one-tenth the time it would take to make it from any of the other processes, and what is more, any number of cuts can be made from the same engraving. The only objection I can find is the expensiveness of the plates, which are so thoroughly covered by patent that the consumer is compelled to buy from the Hoke Eng. Co., and as the price runs from \$4 to \$30 per doz. it makes it very expensive to illustrate a paper. Fraternally,

GEO. W. MACDONNELL,  
Adv. Manager *Daily Statesman*.

**IT IS INTENTIONAL.**

"ELIZABETH DAILY JOURNAL."

Chas. C. McBride, Editor.

AUG. S. CRANE, Business Manager.

ELIZABETH, N. J., Sept. 21, 1894.

*Editor of Printers' Ink:*

The following advertisement is cut from your issue of Sept. 19:

**S.**T. NICHOLAS celebrates his twenty-first birthday so successfully that the first edition of the November number is all sold.

Is its long-continued publication due to carelessness, indifference or oversight on the part of either advertiser or publisher, or is it a deliberate attempt to attract attention by its untimeliness?

Country papers are so often criticised for this same apparent neglect by papers of your class that there must be some especial reason for its perpetration in your columns.

Yours truly, AUG. S. CRANE.

Mr. Hazen, advertising manager of the Century Company, realizes that his announcement is somewhat out of date, but as it continues to bring responses, he sees no necessity for changing it. Your seeing it indicates that advertisers are liable to see it and are kept in mind of the existence of a valuable medium.

**Classified Advertisements.**

*Advertisements under this head, two lines or more without display, 25 cents a line. Must be handed in one week in advance.*

WANTS.

GOOD HOUSEKEEPING. Ads.

GOOD HOUSEKEEPING. Ads.

SUNBEAMS, FOR THE LITTLE FOLKS.

ART IN ADVERTISING. 80 Fifth Ave., N. Y.

A DS. VICK'S MAGAZINE, 200,000. 38 Times Building, N. Y.

A DS. VICK'S MAGAZINE, 200,000. 38 Times Building, N. Y.

A DS. VICK'S MAGAZINE, 200,000. 38 Times Building, N. Y.

A DS. VICK'S MAGAZINE, 200,000. 38 Times Building, N. Y.

THE ST. NICHOLAS MAGAZINE wants your attention, and deserves it.

USED Columbian postage stamps are bought by E. T. PARKER, Bethlehem, Pa.

SEND for sample copy of ART IN ADVERTISING. 80 Fifth Ave., New York City.

1,000 8-PAGE booklets, \$10. Printed in two colors. UHLER BROS., Charleston, Ill.

WANTED—Premium pictures or calendars. Address at once THE GAZETTE, Le Roy, N.Y.

ILLUSTR'D features for newspapers and advs. HARPER ILLUSTRATING SYN., Columbus, O.

NEW borders for effective advertising display. E.L.SMITH, 180 Washington St., Boston, Mass.

THE Persian Corn Cure never fails to cure. Send for free sample. M. COHN, 335 W. 31st St., N. Y.

WANTED—Small half-tone cuts. Send proofs and prices. DUPORT North Elm St., Westfield, Mass.

SEND \$1 for reliable list of dealers in any line in Mexico and So. American countries. ASSO. TRADE & INDUS. PRESS, Wash'n, D. C.

## PRINTERS' INK.

**M**ORE newspaper men to know the saving of time, labor and money caused by the preparation of copy on the Remington Typewriter. 257 Broadway, New York.

**A**RE you in doubt about the maliability of contemplated publication? Send \$5 for expert opinion. Refer to Printers' Ink. ASSO. TRADE & INDUSTRIAL PRESS, Wash'n, D. C.

**T**RAVELING man wants line of blankets as side line, on commission, to sell to the best trade in Southwest. Best of references as to ability and reliability. BLANKETS, Terrell, Texas.

**W**ANTED—Position in a publishing company, in subscription or mailing departments. Had charge in both newspaper and publishing offices. Best references. "S. E. B." Printers' Ink.

**"S**MALL TALK ABOUT BUSINESS!" A banker's business helps for men & women.

**"S**MALL TALK ABOUT BUSINESS!" guides you to financial safety. Paper 40c., cloth 75c. Our catchy booklet tells about it and mailed free. FREMONT PUBLISHING CO., Fremont, O.

**C**LASSIFIED advertisements will be accepted (without display) for the Year Book issue of PRINTERS' INK (November 28) at 25 cents a line. Book of about 600 pages. First edition guaranteed \$10,000 copies.

**A**LADY, possessing thorough business training and executive ability to a rare degree, is about to resign present position and desires engagement with firm where fidelity and ability will be valued. 1118 E. 21st Park Ave., Phila., Pa.

**I**DEAL MASTERPIECES is the finest illustrated advertising sheet on the market. Elegant for Christmas supplement or for merchants and advertising agents for fall and holiday trade. Sample and prices for stamp. GRIFFITH, AX-TEL & CADY CO., Holyoke, Mass.

**W**OULD like to have the address of every advertisement writer connected with large dry goods or department stores. If you occupy such a position let us show you what we have made especially for you. HARPER ILLUSTRATING SYNDICATE, Columbus, Ohio.

**W**ANTED—an agent in every city to do about one week's work. May lead to a permanent position. A printer or reporter would have preference. Apply in own handwriting. State age and salary per day expected. Give references. Address PRINTERS' INK, 10 Spruce St., New York.

**B**OOKKEEPER wanted. Salary \$12 a week. Position permanent if satisfaction is given. Work requires careful attention to details, but not burdensome in amount. Apply in own handwriting. Mention experience, age and references. Address "PROMPTNESS AND ACCURACY," care Printers' Ink, No. 10 Spruce St., N.Y.

**B**USINESS MEN. It used to be thought that lithography was the only process by which really fine letter-heads could be obtained. Times are different now. Elegantly designed and engraved letter head, special design, only \$7.50. Give exact size and wording and will submit sketch on approval. W. MOSELEY, Box R, Elgin, Ill.

**A**THOROUGH printer, experienced and successful in the management of a large book and job office, and expert also in editorial work on books and periodicals, desires a situation as superintendent or foreman, or as editor and proof reader in a book office. The best of references furnished. Address "PRINTER," 2734 Mills St., St. Louis, Mo.

**O**UR #1 New York service for out-of-town publishers affords all the advantages of a special agency without a tenth of its expense. Personal interviews with advertisers and others conducted by men of tact, experience and large acquaintance. We can find out why that letter receives no attention. We can save that journey to New York. Send for methods and references. PHELPS & CO., 22 Times Bldg.

## ADVERTISING MEDIA.

**A**DVERTISERS' GUIDE. Mailed on receipt of stamp. STANLEY DAY, New Market, N. J.

**H**ARDWARE DEALER'S MAGAZINE. Send for adv. rates and copy. 78 Reade St., N. Y.

**I**COVER the State of Indiana. 13 leading dailies. FRANK S. GRAY, 12 Tribune Bldg., N. Y.

**T**HE OPTICIAN AND JEWELER, 96 Maiden Lane, N. Y. A peculiarly good medium for careful advertisers.

**A**NY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

**D**OMINION Newspaper List (60 weekly papers). Sworn circulation 32,526. CANADA READY PRINT CO., Hamilton, Ont.

**D**VERTISERS—Only 10 cents per line; circulation 20,000. Best medium on earth. CRIPES' COMMERCIAL REPORTER, Marion, Ind.

**D**IVERTS. placed in each of 140 local weeklies: 75c. a line a week. Only one electrotype needed. UNION CO., 15 Vandewater St., N. Y.

**D**URING subscription season we temporarily suspend no sample copy rule. Send for specimen. ART IN ADVERTISING CO., 80 5th Av., N. Y.

**I**F you want a selection of papers to bring the largest returns for the smallest outlay, consult DODD'S ADVERTISING AGENCY of Boston.

**T**HE METROPOLITAN AND RURAL HOME, N. Y., an agricultural and family journal, issues over 500,000 monthly. It pays advertisers.

**T**HE HEARTHSTONE, 265 Broadway, N. Y. Largest paid-in-advance circulation of any similar monthly in the United States. Send for rates and sample copy.

**A**DVERTISING in newspapers of "known circulation" means "BUSINESS." For particulars address A. FRANK RICHARDSON, Tribune Bldg., N. Y. Chamber of Commerce, Chicago.

**C**LASSIFIED advertisements will be accepted (without display) for the Year Book issue of PRINTERS' INK (November 28) at 25 cents a line. Book of about 600 pages. First edition guaranteed 20,000 copies.

**"Y**OUR paper is a hustler for orders."—J. J. Bell. This refers to PARK'S FLORAL MAGAZINE. The publisher guarantees 125,000 circulation each month. Advertising office, 517 Temple Court, New York City. C. E. ELLIS, Manager.

**P**UBLISHERS OF PAPERS and magazines. First impressions count in securing either advertising contracts or subscribers. Wouldn't an artistic heading or cover design improve the appearance of your publication? Sketch submitted on approval; no charge if not accepted. W. MOSELEY, Box R, Elgin, Ill.

**F**RATERNITY PAPERS—I am special agent for all the official and leading papers of the various fraternal orders. One inch, one time, in the best paper, will cost \$5. Rates furnished on special lists of Masonic, Royal Arcanum, A. O. U. W., Knights of Pythias and all others of this class. Send for list and rate card. GEO. S. KRANTZ, Special Agent, 102 W. 14th St., N. Y.

## NEWSPAPER INSURANCE.

**I**Nsure present and future business by using ST. NICHOLAS.

**C**LASSIFIED advertisements will be accepted (without display) for the Year Book issue of PRINTERS' INK (November 28) at 25 cents a line. Book of about 600 pages. First edition guaranteed 20,000 copies.

## BILLPOSTING AND DISTRIBUTING.

**V**ICK'S 200,000 beats billposting, coz it's permanent.

**R.** H. JOHNSTON, advertising distributor. 1831 Franklin Ave., St. Louis, Mo.

**C**LASSIFIED advertisements will be accepted (without display) for the Year Book issue of PRINTERS' INK (November 28) at 25 cents a line. Book of about 600 pages. First edition guaranteed 20,000 copies.

**PREMIUMS.**

**VICK'S MAGAZINE** (300,000) is an attractive premium. 38 Times Building, N. Y.

**VICK'S MAGAZINE** (200,000) is an attractive premium. 38 Times Building, N. Y.

**VICK'S MAGAZINE** (300,000) is an attractive premium. 38 Times Building, N. Y.

**VICK'S MAGAZINE** (300,000) is an attractive premium. 38 Times Building, N. Y.

**OUR catalogue** has the best premiums. HOME BOOK COMPANY, 142 Worth St., New York.

**SEWING** machines half price to publishers. Lists free. AM. MACHINE CO., Chicago, Ill.

**THE best way to judge of ART IN ADVERTISING** is to send a dollar and read it for a year. 80 Fifth Ave., N. Y.

**ST. NICHOLAS** celebrates his twenty-first birthday so successfully that the first edition of the November number is all sold.

**PREMIUMS—Sewing machines** are the best. Will increase your circulation. FAVORITE MFG. CO., 342 Wabash Ave., Chicago, Ill.

**CLASSIFIED** advertisements will be accepted (without display) for the Year Book issue of PRINTERS' INK (November 25) at 25 cents a line. Book of about 600 pages. First edition guaranteed 30,000 copies.

**SUPPLIES.**

**VICK'S MAGAZINE** supplies customers.

**VICK'S MAGAZINE** supplies customers.

**VICK'S MAGAZINE** supplies customers.

**VICK'S MAGAZINE** supplies customers.

**VAN BIBBER'S** Printers' Rollers.

**ZINC** for etching. BRUCE & COOK, 190 Water St., New York.

**A DVERTISING** supplies business when nothing else will. Try ST. NICHOLAS.

**DULLEST** paper on earth. ART IN ADVERTISING. 80 Fifth Ave., N. Y. Send for a copy.

**NEW ERA** job press; Gordon movement; cylinder distr. J. M. JONES & CO., Palmyra, N.Y.

**T**HIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 10 Spruce St., New York. Special prices to cash buyers.

**CIRCULAR** letters reproduced and addresses inserted \$7.50 per M. Experts can scarcely tell it from genuine typewriting. G. P. VAN WYE, Masonic Temple, Chicago.

**PAPER DEALERS**—M. Plummer & Co., 45 Beekman St., N. Y., sell every kind of paper used by printers and publishers at lowest prices. Full line quality of Printers' Ink.

**B**ETTER than typewritten letters—100,000 facsimile letters, size 5½x3½, printed in your own handwriting, on well-finished paper, \$35. LANDON PTG. CO., Columbus, Ohio.

**ELECTROTYPE CABINETS.** Advertisers use them to store rate, dues, tight and vermin-proof. Various sizes. Price lists supplied. HEBER WELLS, 157 William St., New York.

**CLASSIFIED** advertisements will be accepted (without display) for the Year Book issue of PRINTERS' INK (November 25) at 25 cents a line. Book of about 600 pages. First edition guaranteed 30,000 copies.

**M**Y price per 1,000: Letter headings, \$2; note headings, \$1.20; bill headings, \$1.60; circulators, \$1.20; \$2.20; 5½x8½, \$1.40; 2½x5½, 60c, if in lots not less than 5,000. Express prepaid. Send for particulars. ALBERT E. KING, 47 William St., New York.

**I**f you believe it pays to have high-grade printing, and want the name and address of a house fully qualified to do the best—not ordinary nor pretty good, but really high-grade—make a note of THE LOTUS PRESS, 136 to 140 W. 23d St., New York City.

**WE** don't claim to give you more printing for a dollar than you can get elsewhere, but we do claim to give you better printing for ten dollars than most printers can give you for a hundred. Not because we say so, but because our work shows it. If you intend to get out a catalogue or booklet, and want it done nicely, it will pay you to consult us. THE LOTUS PRESS, 136 to 140 W. 23d St., New York City.

**ADDRESSES AND ADDRESSING.****ST. NICHOLAS.**

**A RT IN ADVERTISING.** Write for a free specimen copy. 80 Fifth Ave., N. Y.

**CLASSIFIED** advertisements will be accepted (without display) for the Year Book issue of PRINTERS' INK (November 25) at 25 cents a line. Book of about 600 pages. First edition guaranteed 30,000 copies.

**P**ERSONS who have facilities for bringing advertisers and consumers into contact through lists of names and addresses may announce them in 4 lines, under this head once for one dollar. Cash with order.

**L**ETTERS bought, sold or rented. Valuable lines of fresh letters always in stock for medical. Write for lists and prices. Medical letters a specialty. A. LEFFINGWELL & CO., 112 Dearborn St., Chicago, Ill.

**B**URRELLE'S Press Clipping Bureau, through reading newspapers, can gather fresh lists daily of all names and addresses. For example, we list engagements, marriages, births, sickness, accidents, amputations, social events, celebrations, deaths, etc., etc. What class do you want to reach? Prices moderate. Address FRANK A. BURRELLE, Western Union Building, City.

**ILLUSTRATORS AND ILLUSTRATIONS.****ST. NICHOLAS.**

**F**OR magazine illustrations, H. SENIOR & CO., 10 Spruce St., N. Y.

**SOLID TYPE** talks in GOOD HOUSEKEEPING. Illustrated ads show excellent.

**SOLID TYPE** talks in GOOD HOUSEKEEPING. Illustrated ads show excellent.

**DRAWINGS** and designs for advertising and illustrations. E. LUTZ, 229 E. 14th St., N. Y.

**CLASSIFIED** advertisements will be accepted (without display) for the Year Book issue of PRINTERS' INK (November 25) at 25 cents a line. Book of about 600 pages. First edition guaranteed 30,000 copies.

**STREET CAR ADVERTISING.**

**J**OHNSON's figures are never beaten.

**A.** J. JOHNSON, 261 Broadway, New York City.

**W**RITE TO FERREE, First National Bank Bldg., Hoboken, N. J.

**F**OR Street Car Advertising, everywhere, GEO. W. LEWIS CO., Girard Bldg., Phil'a. Pa.

**B**IG inducements for advertising on the elevated railways New York, Brooklyn and street cars everywhere. Rates and original sketches free. CORN BROS., Temple Court, N. Y.

**CLASSIFIED** advertisements will be accepted (without display) for the Year Book issue of PRINTERS' INK (November 25) at 25 cents a line. Book of about 600 pages. First edition guaranteed 30,000 copies.

**BOOKS.**

**D**ANGER SIGNALS, a manual of practical hints for general advertisers. Price, by mail, 50 cents. Address PRINTERS' INK, 10 Spruce St., New York.

**C**lassified advertisements will be accepted (without display) for the Year Book issue of PRINTERS' INK (November 25) at 25 cents a line. Book of about 600 pages. First edition guaranteed 30,000 copies.

TO LET.**VICK'S MAGAZINE.** Space.**VICK'S MAGAZINE.** Space.**VICK'S MAGAZINE.** Space.**VICK'S MAGAZINE.** Space.**A DVERTISING space in ST. NICHOLAS.****GOOD HOUSEKEEPING.** Space.**H. P. HUBBARD, Mgr., 38 Times Bldg., N.Y.****GOOD HOUSEKEEPING.** Space.**H. P. HUBBARD, Mgr., 38 Times Bldg., N.Y.****A RT IN ADVERTISING.** Sample copies sent free during October. 38 Fifth Ave., N. Y. City.**C LASSIFIED** advertisements will be accepted (without display) for the Year Book issue of PRINTERS' INK (November 25) at 25 cents a line. Book of about 600 pages. First edition guaranteed 20,000 copies.**T O LET**—Front office in building No. 10 Spruce Street. Large and well lighted; steam heat; electric light; size about 20x10. Can be subdivided into several offices. Rent, \$50 a month. For further particulars address GEO. F. ROWELL & CO.**T O LET**—25,000 letters from ladies, '92, '93, '94. All contained cash orders, answers to ads in *Ladies' Home Journal*, *Comfort*, *Youth's Companion* and other leading papers. To be let in lots to suit. Address for terms THE RUSH-FORTH FIN CO., Lawrence, Mass.ADVERTISING NOVELTIES.**S UNBEAMS, FOR THE LITTLE FOLKS.****A DVERTISING rates invariable in ST. NICHOLAS.****VICK'S MAGAZINE** pays first-class novelty advertisers. None others taken.**VICK'S MAGAZINE** pays first-class novelty advertisers. None others taken.**VICK'S MAGAZINE** pays first class novelty advertisers. None others taken.**VICK'S MAGAZINE** pays first class novelty advertisers. None others taken.**F OR** booming any business or enterprise. Substantial. NAT. ACCT FILE CO., Fremont, O.**C OMPOSITOR**—Experienced compositor desires permanent situation. \$10 per week. Address "MISS F." care Printers' Ink.**S EWING** machine will boom your circulation. Write for particulars and prices. FAVORITE MFG. CO., 345 Wabash Ave., Chicago, Ill.**F OR** the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as an advertiser, 4 lines will be inserted under this head once for one dollar.**AUNT MARY'S Handy Needle and Thread Pack** (age for men's use) takes 150 words of your ad. Costs you 1 cent each. Sample by mail upon request. F. W. HALL, 173 Broadway, New York.**C LASSIFIED** advertisements will be accepted (without display) for the Year Book issue of PRINTERS' INK (November 25) at 25 cents a line. Book of about 600 pages. First edition guaranteed 20,000 copies.**O UR** latest clock is a small silver-plated affair, about four inches high, with dial printed in colors. There is room on this dial to print an adv. very effectively. The clock is just the thing for premiums or general advertising, as it is mailable and the price for quantities is very moderate. We have no free samples, but will send you one by mail for 75 cents. H. D. PHELPS, Ansonia, Conn.FOR SALE.**A DVERTISING space in ST. NICHOLAS.****M AKES home happy.** ART IN ADVERTISING. 38 Fifth Ave., N. Y.**BUYER** for two novelty specialties. A. B. DODGE, Manchester, N. H.**\$3.50** BUYS 1 INCH. 30,000 copies Proven. WOMAN'S WORK, Athens, Ga.**F OR SALE**—To an editor, one-half interest in a weekly paper in a thrifty Southern town. Address "X. Y. Z." Printers' Ink.**H ANDSOME** illustrations and initials for magazines, weeklies and general printing, &c. per inch. Sample pages of cuts free. AMERICAN ILLUSTRATING CO., Newark, N. J.**C LASSIFIED** advertisements will be accepted (without display) for the Year Book issue of PRINTERS' INK (November 25) at 25 cents a line. Book of about 600 pages. First edition guaranteed 20,000 copies.**F OR SALE**—A complete newspaper outfit for cheap. First-class in every detail. Double cylinder Taylor press, folder, gas engine, etc. Unexcelled offer. Address trustees of CINCINNATI CITY PUB'G CO., Evansville, Ind.**A SNAP!** Old, prosperous weekly in city of 3,000, in rich black lands of Texas; crops never fail; good plant, good business, good reasons for selling. Price \$2,000, time on part. Just what you want. Address "SNAP," care Printers' Ink.**A MONEY-MAKING** trade paper for sale at a sacrifice. Will pay for itself in one year. Only one of its class in large section. Must be sold. A good man with little money can get a rare bargain. For full particulars, sample copy, terms, etc., address TRADE PAPER, care Printers' Ink.ELECTROTYPEs**VICK'S MAGAZINE, N. Y.** Has all sorts of floral electrotype.**VICK'S MAGAZINE, N. Y.** Has all sorts of floral electrotype.**VICK'S MAGAZINE, N. Y.** Has all sorts of floral electrotype.**VICK'S MAGAZINE, N. Y.** Has all sorts of floral electrotype.**D EAD head list temporarily suspended.** A. H. T IN ADVERTISING. 38 Fifth Ave., N. Y.**I F** you are an advertiser get Craske's prices on electros. Work and prices the best. You can ask Johnston, of Printers' Ink. Address JOHN STON, CRASKE, 45 & 47 Rose St., New York.**T HE** best ad can be spoiled by a poor printer. We display ads so they will catch the eye, and also furnish electros. Address WM. JOHN STON, Printers' Ink Press, 10 Spruce St., N. Y.**C LASSIFIED** advertisements will be accepted (without display) for the Year Book issue of PRINTERS' INK (November 25) at 25 cents a line. Book of about 600 pages. First edition guaranteed 20,000 copies.**P ICTURES** talk. 5,000 subjects to select from at 25 cents each. Any single column cut for a dollar. State your business and send 4 cents for sample sheet. Use cuts in your ads. They will pay you CHICAGO PHOTO ENGRAVING CO., 185 E. Madison St., Chicago.**W E** make electrotype for agencies and general advertisers a specialty. Our patent all metal cut is more durable and saves more postage than any other make. Our facilities enable us to fill large and small orders at low rates. WM. T. BARNUM & CO., New Haven, Conn.**C ELLUTYPE** is preferred by advertisers because it is 10 to 20 cent cheaper than other wood or metal base cuts; it is so light for mailing purposes you save the cost of cut. Prints on wood as well as a special cut die. Cellutypes and cellutype machinery manufactured by the J. F. W. DORMAN CO., Baltimore, Md., U. S. A.SPECIAL WRITING.**S HREWWD** publishers like my confidential "ed. copy." It saves money and increases circulation. G. T. HAMMOND, Newport, R. I.**C LASSIFIED** advertisements will be accepted (without display) for the Year Book issue of PRINTERS' INK (November 25) at 25 cents a line. Book of about 600 pages. First edition guaranteed 20,000 copies.

## MISCELLANEOUS.

ST. NICHOLAS.

GOOD HOUSEKEEPING. Excellent.

GOOD HOUSEKEEPING. Excellent.

SUNBEAMS, FOR THE LITTLE FOLKS.

VICK'S MAGAZINE A1 + 1 - 0 - 300,000.

VICK'S MAGAZINE A1 + 1 - 0 - 300,000.

VICK'S MAGAZINE A1 + 1 - 0 - 300,000.

VICK'S MAGAZINE A1 + 1 - 0 - 300,000.

VAN BIBBER S  
Printers' Rollers.SEND cabinet photograph and 35c. and receive  
12 miniature photos. G. FAIRFIELD, Wind  
Gap, Pa.DURING subscription season specimen copies  
mailed on application. Rest of the year  
cash. ART IN ADVERTISING, 80 Fifth Ave., N.Y.CLASSIFIED advertisements will be accepted  
(without display) for the Year Book issue of  
PRINTERS' INK (November 28) at 25 cents a line.  
Book of about 600 pages. First edition guaranteed  
30,000 copies.

## ADVERTISING AGENCIES.

DODD'S, Boston.

ALL take ads for VICK'S.

ALL indorse ST. NICHOLAS.

SUNBEAMS, FOR THE LITTLE FOLKS.

AGENCIES know GOOD HOUSEKEEPING.

AGENCIES know GOOD HOUSEKEEPING.

GEO. S. KRANTZ, special advertising agent for  
N. Y. dailies. 160 W. 44th St., N. Y.DON'T forget to ask DODD of Boston about  
his effective system of advertising.

25 YEARS' experience in newspaper advertising.

GEO. W. PLACE, 52 Broadway, N. Y.

100 LEADING dailies, circ. 6,000,000; \$9 rate.

FLETCHER ADV. AGENCY, Cleveland, O.

If you wish to advertise anything anywhere

at any time, write to the GEO. P. ROWELL

ADVERTISING CO., 10 Spruce St., New York.

HICKS' Newspaper Advertising Agency.

WILLIAM HICKS, proprietor.

132 Nassau St., New York.

CHARLES H. FULLER'S NEWSPAPER ADV.  
AGENCY, 113-114 Dearborn St., Chicago, Ill.

Temple Court, New York. Established 1890. Estimates cheerfully furnished.

NO other agency has a better standing or bet-  
ter facilities for producing the maximum  
results from the minimum of outlay than  
DODD'S AGENCY of Boston.CLASSIFIED advertisements will be accepted  
(without display) for the Year Book issue of  
PRINTERS' INK (November 28) at 25 cents a line.  
Book of about 600 pages. First edition guaranteed  
30,000 copies.THE INTER-STATE ADVERTISING AGENCY,  
Kansas City, Mo., offers general advertisers  
a good service on reasonable terms for Western  
publications. We prove our work. If you wish  
to enter this field, write to us.

## ADVERTISEMENT CONSTRUCTORS.

ST. NICHOLAS.

VICK'S MAGAZINE's own artist will make  
special designs for advertisers.VICK'S MAGAZINE's own artist will make  
special designs for advertisers.VICK'S MAGAZINE's own artist will make  
special designs for advertisers.VICK'S MAGAZINE's own artist will make  
special designs for advertisers.ADVANTAGEOUS ads made; easy terms. R. L.  
CURRAN, P. O. Box 2228, New York City.WE have turned out more ads and better ones  
than any other house in the business. WM.  
J. JOHNSTON, Manager Printers' Ink Press, 10  
Spruce St., New York.CLASSIFIED advertisements will be accepted  
(without display) for the Year Book issue of  
PRINTERS' INK (November 28) at 25 cents a line.  
Book of about 600 pages. First edition guaranteed  
30,000 copies.BOOK OF IDEAS for Advertisers. 50 illus-  
trations, 16 styles of ready-made ads.  
Table of type. Hundreds of valuable suggestions.  
100 pages. Only 25 cents, postpaid. D. T.  
MALLETT, publisher, 75 Reade St., N. Y.MY object in writing ads is to say little and  
say much. If I can write an ad that will  
save you space and still do the work, i.e., make  
trade, then I have done all—yes, more than I  
offer to do. Send me some of your old ads. I  
may be able to shorten and save in that way cost  
of writing. WALTER W. BRETT, 361 B'way, N.Y.WE do the fine printing for two prominent  
advertisers. Chance brought the one and he brought the other—it is possible  
that Printers' Ink may bring more. If you furnish  
the printed job as well as the writing it will  
pay you to know us. Not for your ordinary  
work, but for the best. THE LOTUS PRESS,  
136 to 140 W. 23d St., New York City.THE papers are full of good ads nowadays.  
The poor ad has a poor chance of being noticed.  
A cut always helps to catch the reader's eye. I have prepared 23 short illustrated ads,  
copy of which will be sent for 2c. stamp. The  
cuts can all be had for \$3. They will draw attention  
to an ad for any business. I write retail  
ads for \$1. When these cuts are used I deduct  
the price of the cuts. So an illustrated ad costs  
no more than a plain one. BERT M. MOSES,  
Box 283, Brooklyn, N. Y.FOR \$25 I will write &22 advertisements and sup-  
ply 52 attractive and artistic outline cuts for  
anybody in the retail lines of pianos, groceries,  
drugs, hardware, clothing, shoes, dry goods or  
jewelry. I will write and deliver the ads all at  
once. They may be paid for in three months, or I  
will take a note at six months or a year, or I  
will allow six per cent discount for cash with the  
order. I will rewrite any unsatisfactory ad. I  
reserve the right to decline any order. CHAS.  
AUSTIN BATES, Vanderbilt Building, N. Y.  
"Ads that sell goods."In order to be sure of getting my work done in  
just the right way I have employed the very  
best business artist I know of. I am in touch  
with the best engravers and the best printers in  
America. I want orders from those who appreciate  
the importance of having their advertising  
matter just right—who do not care to waste  
time and money in experiments—who are willing  
to pay a fair price for extra good work. I write  
advertisements, circulars, booklets and  
catalogues, furnish illustrations for all purposes  
and give full charge of the printing when it  
seems advisable. Write to me. CHARLES AUS-  
TIN BATES, Vanderbilt Bldg., N. Y.HERE'S a clincher—too good to lose: "Dear  
Mr. Scarboro—I am glad to inclose here  
with the check of R. J. Allen, Son & Co., of Phil-  
adelphia, for \$25, in payment of prize which has  
been awarded to you as the author of the best  
series of ads for their china, glassware and lamp  
business submitted to them. Kindly acknowl-  
edge receipt and oblige yours truly," Willis E.  
Hawkins, editor of *Brains*, Tribune Building.  
Have a lot of odds and ends of advertising fill  
send for a 2c stamp to people who mean busi-  
ness. JED SCARBORO, Box 63, Station W, Brook-  
lyn, N. Y.

## NEWSPAPERS AND PERIODICALS.

*Advertisements under this head, two lines or more without display, 25 cents a line. With display or black-faced type the price is 50 cents a line. Must be handed in one week in advance.*

### CALIFORNIA.

**L**OS ANGELES TIMES leads in Southern California. Sworn circulation 14,000 daily.  
**S**AN JOSE in the great fruit-growing center and the DAILY MERCURY is the leading paper.

### CONNECTICUT.

**B**EFORE placing advertising in Eastern Connecticut see THE DAY, New London.

### WEEKLY TIMES: Hartford, Conn.

**T**HE UNION, Bridgeport, Conn. Daily, 7,500. Weekly 3,500. Western Connecticut thoroughly covered by the TWO UNIONS.  
O. L. MOSES, New York Representative, 629 Vanderbilt Bldg. THE UNION PUBLISHING CO., Bridgeport, Conn.

#### THE TWO HERALDS.

WATERBURY SUNDAY HERALD.  
BRIDGEPORT SUNDAY HERALD.

Every nook and corner in the Nutmeg State is covered by them. By special trains and by pony express these two papers are delivered Sunday morning all over Connecticut. Special editions are sent into Hartford, New Haven, Meriden, Danbury and Ansonia. Combined circulation, **80,000**. 150,000 Readers.

#### THE HARTFORD TIMES.

WILLIE O. BURR, Publisher.

RUFUS H. JACKSON, Bus. Manager.

Daily—12,500 circulation.

The great advertising medium for reaching the Nutmeg State.

Weekly—7,000 circulation.

PERRY LUKENS, Jr., New York Representative, 73 Tribune Building.

### GEORGIA.

THE ENTERPRISE, Smithville, Ga. Official organ of Lee County. All home print.

### ILLINOIS.

THE CAIRO CITIZEN—leading Southern Illinois weekly.

THE CHICAGO GLASS AND POTTERY WORLD reaches all manufacturers and dealers in this continent and in Europe.

### IOWA.

YOU can reach the people of Eastern and Northern Iowa, Northern Illinois and Southern Wisconsin by using the DAILY and WEEKLY TELEGRAPH, Dubuque, Iowa. It is the largest and best medium.

### KENTUCKY.

STOCK FARM, Lexington, invites you to accompany it on its weekly visits to horsemen.

AMERICAN BAPTIST, Louisville. Est. 1879. Best adv. medium among colored people in South.

### MAINE.

#### BANGOR COMMERCIAL.

J. P. BASS & CO., Publishers, Bangor, Me.

Daily average, nearly 5,000 copies.

Weekly average, over 16,000 copies.

PERRY LUKENS, JR., New York Representative, 73 Tribune Building.

### MASSACHUSETTS.

40 WORDS, 6¢, 50 cts.; \$1.50 for 1 mo. ENTERPRISE, Brockton, Mass. Circulation 7,000.

NEW BEDFORD (Mass.) JOURNAL. Daily average over 4,000. Remember us when placing ads in Southeastern Massachusetts.

### MICHIGAN.

DETROIT SUNS, 118,000 weekly.

DETROIT SUNS, ILLUSTRATED and SUNDAY, circulation, 118,000, are profitable mediums.

GRAND RAPIDS DEMOCRAT, the leading paper in Michigan, outside Detroit. 13,000 daily.

40,000 PROVED CIRCULATION for only 15c. a Line. Sample copies and proof of circulation free. "ONCE A MONTH," DETROIT, MICH.

DETROIT ILLUSTRATED SUN, weekly, 54,000; SUNDAY SUN, 24,000. Adv. office, 517 Temple Court, New York City. Books and pressroom always open to inspection of advertisers or their representatives.

RESULTS—Advertise where you will get paying returns. Advertisers are well pleased with the ILLUSTRATED and SUNDAY SUNS, Detroit, Mich. Advertising office, 517 Temple Court, New York City. Write for full particulars. Circulation, 118,000 weekly.

### MINNESOTA.

MINNEAPOLIS TIDENDE has the largest circulation of any Norwegian-Danish paper in Minnesota.

THE HOUSEKEEPER, Minneapolis, Minn. Proof on Application. Pays Advertisers.

DEULUTH. Population to-day, 75,000. The most prosperous city in the country.

#### THE NEWS TRIBUNE

IS ITS ONLY MORNING NEWSPAPER.

Published every day in the year. It is the leading and largest circulated newspaper at the head of the lakes.

PERRY LUKENS, JR., Eastern Representative, 73 Tribune Building, N. Y. City.

### MISSOURI.

HEROLD DES GLAUBRENS, St. Louis, Mo. Est. 1850. Circulation 32,000 Brings results.

THE HOME CIRCLE, St. Louis, Mo., is the best advertising medium in the West. 75,000 copies each month. 50c. per agate line. Established in 1880.

### NEVADA.

THE WEEKLY COURIER, Genoa. Six pages. All home print. Leads in Nevada.

### NEW JERSEY.

THE EVENING JOURNAL, JERSEY CITY'S FAVORITE FAMILY PAPER.

Circulation, --- 15,500.

Advertisers find IT PAYS!

## NEW YORK.

### S. NICHOLAS.

PLACE your ads in the COUNSELOR, Rouse's Point, N. Y.

THREE trial lines 2c. in Watertown (N. Y.) HERALD—30,000 readers.

VICK'S 200,000. East of Rockies, 184,519. Fact.

FOR any good business it will pay to use THE CHRISTIAN ADVOCATE, New York City.

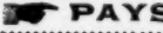
THE LADIES' WORLD Circulation Map Will interest you.

S. H. MOORE & CO., Publishers, New York, will send it, together with an estimate on your advertisement. RATE LOW! CIRCULATION LARGE!

F. M. LUPTON's popular periodicals, THE PEOPLE'S HOME JOURNAL and THE ILLUSTRATED HOME GUEST. Sworn circulation, 500,000 copies each issue. Advertising rates, \$2.00 per agate line, less time and space discounts. For sample copies and further particulars address F. M. LUPTON, publisher, 106 & 108 Roade St., N. Y.

### A COMPARISON.

During 1893 the New York EVENING POST contained 25 per cent more cash advertising than any other evening paper in New York, a visible concession to its superior value as an advertising medium.

ADVERTISING IN  
TEXAS SIFTINGS  
 PAYS  
REDUCED TO 10c.  
GODEYS

BIG INCREASE OF CIRCULATION.  
Present Rates, 75c. per line.  
Send for rate card giving discounts.

THE GODEY COMPANY, NEW YORK.

### WINTER RESORTS.

The best mediums in Albany through which to reach the class that patronizes Winter Resorts, are the

### Daily Press & Knickerbocker

AND

### SUNDAY PRESS.

Delivered at more Homes than all the other Albany papers combined.

RATES ON APPLICATION.

### THE PRESS COMPANY, Albany, N.Y.

### OHIO.

LARGEST circ'n of any Prohibition paper in nation: BEACON AND NEW ERA, Springfield, O.

MUSKINGUM FARMER for Southeastern Ohio. \$8 an inch this year. Zanesville, O.

DAYTON MORNING TIMES and EVENING NEWS are clean, reliable, family papers.

YOUNGSTOWN VINDICATOR, 7,000 daily, 5,000 weekly. Leading newspaper in Eastern Ohio.

THE AMERICAN FARMER AND FARM NEWS is guaranteed by Rowell's Newspaper Directors and PRINTERS' INK to have the largest circulation of any monthly in the State of Ohio, and the second largest circulation of any monthly agricultural journal in the world. The ad rate is low, and advertisers tell us that it pays them. GEO. S. BECK, Eastern Manager, 193 World Bldg., New York City.

### OKLAHOMA.

THE GUTHRIE DAILY LEADER, the leading morning paper in the Territory, accepts advertising with the distinct and positive guarantee that it has double the paid circulation of any newspaper published in Oklahoma. F. B. Lucas, Adv. Mgr.

### PENNSYLVANIA.

SCRANTON (Pa.) REPUBLICAN has the largest circulation of any Scranton paper.

30,000 WELL TO DO, intelligent people, who appreciate a good thing when they see it, read the CHESTER TIMES every evening. WALLACE & SPROUL, Chester, Pa.

DAILY INTELLIGENCER—est. 1886.  
WEEKLY INTELLIGENCER—est. 1904.  
Doylestown, Pennsylvania.

Have always been exclusively home print papers, with larger circulation than any competitors. Best mediums for advertising in Bucks County.

### TEXAS.

### THE POST : Houston, TEXAS,

Has a LARGER REGULAR ISSUE THAN ANY DAILY IN TEXAS, and is so guaranteed by Rowell's 1894 Directory under a forfeit of \$100. S. C. BECKWITH, Sole Agent Foreign Advertising, New York and Chicago.

### WASHINGTON.

### SEATTLE TELEGRAPH.

SEATTLE TELEGRAPH, the leading Democratic daily north of San Francisco.

THE SPOKANE SPOKESMAN-REVIEW. Only morning paper. Consolidation SPOKESMAN and REVIEW—exclusive control morning field. No competitor within 500 miles. Population Spokane, 1881, 500; 1894, 35,000. The past and present history of Spokane has been marvelous; its future will be the wonder of Western civilization. Little more than a decade ago, where now the din of a modern city of 35,000 souls rises above the roar and rush of the stream, the red man hunted the wild beasts and fished the river. Thoroughly metropolitan, with solid blocks of granite, brick and iron, six stories high; 40 miles cable and electric cars; ten railroad lines. Tributary mining districts produce \$10,000,000 annually. Available power of the Spokane River 30,000 horse power, greater than Minneapolis. Six hundred houses show a trade of \$1,000,000 in wholesale business as yet in its infancy. The SPOKESMAN-REVIEW is the recognized exponent of all the best interests of Spokane and the vast country tributary to it.

### WISCONSIN.

5,557 COPIES average for the past six mos. in 1894. EXCELSIOR, Milwaukee.

A N ad in the Milwaukee TRIBUNE will pay semi-monthly. Circ'n over 5,000 copies.

WISCONSIN AGRICULTURIST, Racine, Wis. Largest circulation of any English paper in Wisconsin.

### SO. & CEN. AMERICA.

500 LOCAL papers in Cuba, Mexico and South America are used by our customers. Best markets in the world for Americans. Try them and be convinced. SPANISH-AMERICAN NEWSPAPER CO., 136 Liberty St., N. Y.

***I DO PRINTING!***

Good, Plain,  
Straightforward  
Printing.

NO PRINTER CAN MAKE TYPE TALK MORE LUCIDLY. SOME PEOPLE SAY I CHARGE A GOOD PRICE—EVERYBODY SAYS I DO GOOD WORK—THAT'S WHAT BRINGS PROFIT TO MY CUSTOMERS.

**I PRINT**

Cards, Circulars, Letter Heads, Booklets, Catalogues.

**I PRINT**

Printers' Ink, The American Newspaper Directory, Printers' Ink Year Book.

**I PRINT**

For Beckwith, Richardson, Remington Bros., Bates & Morse, O. L. Moses, C. A. Bates, Geo. C. Beck, Jed Scarborough—in fact,

**FOR EVERYBODY**

That appreciates good work and fair prices,

**EXCEPT YOU.**

ADDRESS

WM. JOHNSTON, MANAGER PRINTERS' INK PRESS,  
10 SPRUCE STREET, NEW YORK.

# Printers' Ink.

## THE BEACON-LIGHT OF THE WHOLE REALM OF ADVERTISING.

This is the Age of Advertising. Nevertheless, there is much bad and indifferent advertising, comparatively little that is really good.

But there's improvement every day.

**PRINTERS' INK** is the beacon light for advertisers; it warns against wrong advertising; it points out the **safe** way.

**PRINTERS' INK** is indispensable to all who would enjoy the best fruits of advertising.

**PRINTERS' INK** publishes everything appertaining to advertising which is of real interest and benefit to advertisers.

**PRINTERS' INK** is, without exception, the most thoroughly read publication anywhere. Every issue teems with matter of vital interest to the progressive business world.

The Latin word, *imprimatur*, meaning "Let it be printed," is a good motto for **PRINTERS' INK**. If there's anything for the advancement of good advertising **PRINTERS' INK** prints it.

Summing up, it may truly be said that **PRINTERS' INK** is the admirer and commander of those who do meritorious and remunerative advertising. The counselor and teacher of those whose advertising is only partially efficient. The helper and instructor of those whose advertising is ineffective. The adviser and guide of those who are about to advertise. The converter and educator of those who ought to advertise. The monitor and friend of all who do, or would, or should advertise.

The circulation of **PRINTERS' INK** is 20,000 (twenty thousand) copies per week, covering the best portion of the business interests of America.

**PRINTERS' INK** is an unrivaled advertising medium for such lines as are suited to its character.

The subscription price to **PRINTERS' INK** is \$2.00 (two dollars) a year, and it's the biggest two dollars' worth of value obtainable on the face of the earth.

**PRINTERS' INK,**

*A Journal for Advertisers,*

10 SPRUCE STREET, NEW YORK CITY.

# A PENNSYLVANIA

---

The Pennsylvania State Editorial Association.



President,  
H. P. SNYDER,  
Connellsville Courier

Vice President,  
LUCIUS ROGERS,  
Kane Republican  
R. T. WILEY,  
Elizabethtown Herald.  
J. W. BALDY,  
Summit Hill Record

Executive Committee.  
B. F. MYERS,  
Harrisburg Star  
T. M. JONES  
Harrisburg Telegraph.  
J. IRWIN STEELE,  
Allentown Advocate.  
J. ZEAMER,  
Carlisle Volunteer  
E. F. ACHENSON,  
Washington Observer.  
W. H. REICHERT,  
Kittanning Standard.  
F. S. BOWMAN,  
Millerton Sentinel

Secretary  
and  
Treasurer,  
R. H. THOMAS,  
Farmers' Friend  
Mechanicsburg

Corresponding  
Secretary,  
J. W. STOFER,  
Mt. Joy  
Star and News



Connellsville, Pa.  
September 12<sup>th</sup> 1894

**RECEIVED**

SEP 12<sup>th</sup> 1894

GEO. P. ROWELL & CO.

Messrs. GEO. P. ROWELL & CO.,  
#10 Spruce Street, New York,

Gentlemen:

Your circular letter requesting the views of the President of the Pennsylvania State Editorial Association upon your proposed plan of compiling the American Newspaper Directory of 1894 has been referred to me by Past President Acheson of the Washington, Pa., "Observer." I would have preferred that he had made reply, but since he has not I will endeavor to do so.

If I had any material criticisms to offer on your plan I would feel somewhat diffident about setting them up against twenty-eight years' experience. Happily, I have none. Your plan meets my hearty approval. It is certainly fair to all interests.

There can be no reasonable objection to the insertion of advertisements in the Directory, nor can you be held accountable for any statements as to circulation contained in such advertisements since you expressly disavow responsibility therefor; but I would suggest that no palpably false or misleading claims be allowed. It is highly improbable that you will have occasion to exercise censorship under such conditions, and the caution is perhaps superfluous, but it is only offered in view of a possible contingency.

A good Newspaper Directory is a desirable volume in the hands of ~~any~~ advertiser, and it is worth the while of every good newspaper to be properly represented in its columns and to encourage its publication by such advertising patronage as judgment dictates and circumstances permit.

There are too many Directories, however, that appear to be published with a view to making their cost, and a very liberal profit, out of the newspapers alone. These Directories, not being made to circulate among advertisers, are worthless as advertising mediums for newspapers. I need hardly say that Rowell's Directory is not one of them.

Sincerely yours,

---

# INDORSEMENT.

CHARLES AUSTIN  
BATES  
Vanderbilt Building  
NEW YORK

*Good advertisers are attracted  
by good advertising.*

If you are going to have an advertisement in PRINTERS' INK YEAR Book better have it right. The Year Pook will be a permanent fixture on 20,000 desks. Have an announcement that will get attention every time the book is opened. I can help you to do it.

This page is a sample of my work. The design is for my own page in the Year Book. Such a one is worth \$15. The price includes a plate ready for printing.

CHARLES AUSTIN BATES,  
VANDERBILT BUILDING, N. Y.

MORNING DAILY, Established 1865.  
 EVENING DAILY, Established 1885.  
 WEEKLY, Established 1865.  
 SUNDAY (Morning and Evening  
 Circulation Consolidated).

WORLD PUBLISHING CO.  
*GILBERT M. HITCHCOCK, President.*

THE

# WORLD-HERALD.

*Omaha, Neb., Sept. 17, '94.*

Geo. P. Rowell & Co.

New York, N. Y.

Gentlemen:—Relying to yours of 12th inst., we beg to say that as we already have an ad in your Directory this year we cannot afford to insert one in the Printers' Ink Year Book. Yours truly,

World Publishing Co.

E. C. W.

Please  
 Don't  
 Write  
 Letters  
 Like  
 This  
 To  
 Us!

SEE OUR VIEW  
 ON NEXT PAGE! 



IS IT NOT  
 BUENA VISTA?

*It is hoped that no publisher will  
advertise in the Printers' Year Book  
because he is solicited to do so.*

A publisher of a paper that seeks the patronage of general advertisers, and omits an opportunity to tell his story to at least 20,000 persons interested in advertising, when the entire cost is only \$100 for a page, \$50 for half a page, or \$25 for a quarter page, certainly would not think of paying \$10 a thousand for postal cards or postpaid envelopes to convey information to the advertiser in a form less likely to obtain attention.

A postal card or a circular goes into the advertiser's waste basket the moment he has glanced over its contents, if not sooner. The announcement in the Year Book being backed and faced by reading matter, will have the careful attention of every advertiser at a time when he is interested in advertising. The book will be kept at hand until its contents have become familiar, then will go to the bookbinder for a substantial binding, and afterwards have a place in the advertiser's library; for the Year Book will be the most unique publication ever issued. No other publication ever covered the field in the same way. No similar publication ever had one-half the sale that is already assured for the Year Book.

Our Omaha friend might just as well write to his postmaster that because he bought \$100 worth of stamps or postal cards in May, he cannot afford to pay out another \$100 for others in November. He would not have bought the first lot had he not thought them worth the cost. Because he bought some once is no reason why he should or should not buy some more. The postmaster will not very much care to be told why he does or does not buy more stamps. He will certainly be amused if the idea that the purchase was intended as a personal favor is suggested to him. That is about the way the publishers of Printers' Ink Year Book feel about orders.

They solicit them! They want them!—but they think a man a donkey who sends an order on that account. The man who pays for space in the Year Book with the idea that he is not likely to receive a direct benefit from his advertisement, in dollars and cents, that will more than repay its cost, either has nothing to say about his paper (as an advertising medium) that it is worth while to make known to American advertisers—or he don't know how to say it. In the first case, he had better save his money and keep out of the book. In the second case, he had better employ an ad smith to write his announcement and an artist to illustrate and make it attractive. He can get the names of ad smiths and artists in the advertising columns of PRINTERS' INK. Mr. Charles Austin Bates, Vanderbilt Building, Nassau Street, N. Y., will do both for him at a cost of from \$10 to \$25.

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If you hesitate about advertising in a book that can do you much service, for fear that you will thereby be compelled to advertise in another that can do you none, that is a good reason for keeping out of the Year Book.

If you don't believe in advertising, or if you are ashamed of being an advertiser, either of these are good reasons for declining to advertise in the Year Book.

If, on the other hand, you decide to have an announcement in the Year Book, it will be well to have it prepared with all possible care, and send it in quickly; for there are certain advantages of position that will belong and be accorded to the advertisements that come first.

Address orders to

**PRINTERS' INK YEAR BOOK,**

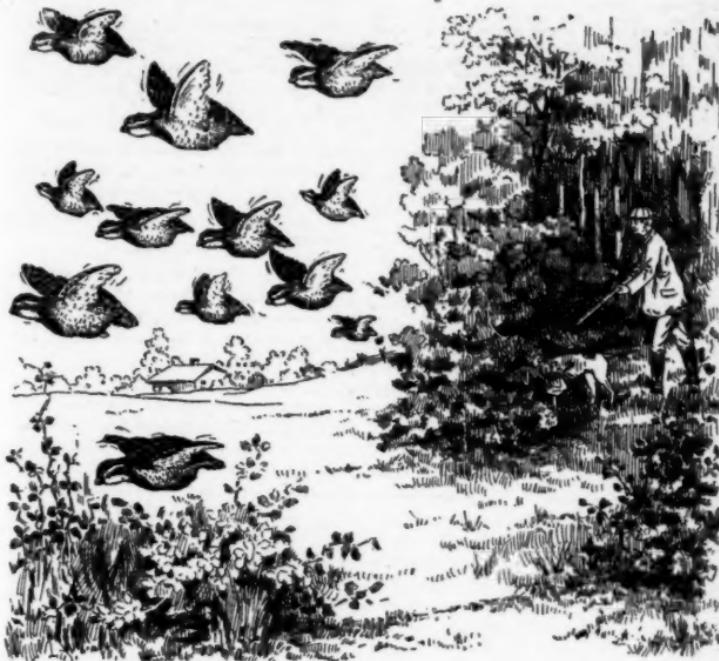
**10 Spruce Street, New York.**

From publishers who advertise as a favor to us, orders are not desired: from those who are members of associations, formed to protect its members from the weakness of advertising, orders are not expected. Such associations are spreading, and will doubtless teach advertisers a lesson that they need to learn, i. e., that, as a rule, newspaper men, who know most about it, consider advertising a waste of money.



A VAILING himself of offers put forth in PRINTERS' INK, Mr. Walter W. Brett, a designer of advertisements, secured sixteen quails, he having given an order August 29th for eight lines space to be inserted in PRINTERS' INK as a classified advertisement for the year 1895, at a total net cost of \$104. In consideration of which order Mr. Brett became entitled to receive free insertions for his advertisement for the remainder of the year 1894. Metaphorically speaking, therefore, Mr. Brett may be said to have bagged sixteen quails at no cost. He got more than anybody else this year because he happened to be the first man to reach the shooting ground. He is like the early worm whose exploits at dawn of day have become a matter of history and are well known to every small boy in the land.

# Twelve MAY BE HAD Without Cost



**A**N advertisement contracted for to appear in PRINTERS' INK for the year 1895 will be inserted in all remaining issues of 1894 and in PRINTERS' INK YEAR BOOK

**FREE**

*After the new year begins bills will be rendered monthly.*

ADDRESS

**PRINTERS' INK, 10 Spruce St., New York.**

Oct. 3rd, 1894.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO.,  
EDITORS AND PUBLISHERS.

**ED** Issued every Wednesday. Subscription Price: Two Dollars a year. Five Cents a copy; Five Dollars a hundred. No back numbers.

**ED** Newspapers publishers who desire to subscribe for PRINTERS' INK for the benefit of their advertising patrons can obtain special terms on application.

**ED** Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$25, or a larger number at five dollars a hundred.

**ED** If any person who has not paid for it is receiving PRINTERS' INK, it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

OFFICES: NO. 10 SPRUCE STREET.

## CIRCULATION.

Average for last 13 weeks,	-	19,211 copies
Last issue,	-	19,800 "

NEW YORK, OCT. 3, 1894.

"I KNOW a house painter," said a New York reader of PRINTERS' INK, "who has not given out a day's employment for months. His own time sufficed for the few calls made on him, and often he lacked employment for himself. I saw him a day or two ago, and asked if he noted any improvement in the times. 'Improvement!' he exclaimed, 'I have fourteen houses waiting for me now.' This illustrates the change in the business outlook. The house painter has not yet made a profit, but is busy. He hires men. He receives and pays out money. The wheels are in motion once more. This, our Easter, will appear all the brighter on account of the unusually prolonged fasting and depression that has preceded."

THE newspapers of Chicago were the first to form a combination binding its members not to expend money in advertising. The columns of the Chicago dailies for the past year have shown the result. In no other city has there been such a shrinkage in the amount of mercantile advertising. Furniture manufacturers and dry goods stores caught on to the journalistic idea that advertising costs money and that in the conduct of business everybody ought to save money in every way possible. It is easy to see the tendency of the idea. Advertising costs money. Moral: DON'T ADVERTISE! Nevertheless the Chicago papers still have faith in circulars and send out a great many of them. Some of them are beautiful and convincing, too.

MANY of the Afro-American publications which reach PRINTERS' INK's exchange desk appear to be clean, well-written and well-edited sheets.

As an advertisement solicitor, an ad in PRINTERS' INK has one important advantage. It does not expect 25 per cent commission on every order it secures.

THE nominee for any important office need not spend money in advertising. The papers will freely insert all that he wants to know and a good deal that he doesn't.

As first-class actors are just as eager to secure advertising as the fourth-class ones, it is evident that they do not believe that good goods advertise themselves.

A CAREFULLY prepared estimate shows that a fair price for inserting a ten-line advertisement one time in every newspaper in the United States would be \$12,150.

IF all the newspaper advertising was successful, the demand for newspaper space would be so universal that the average blanket sheet would soon be a blanked sight more blankety.

MEN can't be blamed for trying to advertise themselves when so many instances can be pointed out where a notorious fool made more money in a month than an unknown wise man had been able to earn in a lifetime.

ADVERTISERS of dyspepsia and indigestion cures seeking desirable mediums, may be interested to know that some of the cheaper restaurants in New York are prepared to print advertisements on their bills of fare.

SOLICITING favors is a nauseating business both to the solicitor and the solicited and, hence, a country publisher, unable to secure readers and advertising patrons by the merit of his paper, should get out of the business.

WHEN a man decides to spend money in advertising, he should engage an experienced person to write his advertisements, so that he will be enabled to devote his entire time to attending to the increased volume of business which his advertising is expected to bring.

A QUESTION was recently put in the British Parliament as to whether a large proportion of the pictorial advertisements which now adorn the walls and fences of London are printed and lithographed in the United States.

FROM the West Publishing Company, of St. Paul, Minn., PRINTERS' INK has received a little book containing a description of the home establishment of the National Reporter System, where a thousand tons of law-books are made annually.

DOUBTLESS a principal reason why editors so strenuously object to giving publicity to any news matter that may incidentally advertise something or somebody, is their fear that most persons who read will believe the whole to be paid advertising.

THE next time the United States government attempts to secure advertising patronage, it is to be hoped that it will be for the benefit of the *Congressional Record*. A few advertisements in that publication will enliven its pages considerably.

IN view of the fact that a very large proportion of the people of New York are of Irish or Hebrew extraction, one would imagine that a comic paper whose humor and satire was not almost wholly at the expense of the Irishman and Jew might secure enough readers to make it a desirable advertising medium.

MANY people believe the first day of the week to be a sacred day and that the publication of a newspaper on that day profanes it. Such people do not read the Sunday papers and, hence, a class of persons with a good deal of money to spend cannot be reached by advertisers through the medium of the Sunday journal.

A GREAT many trade journals are now conducting an advertising department, induced solely by the success of PRINTERS' INK, "The Little Schoolmaster in the Art of Advertising." Any trade paper which desires to offer PRINTERS' INK as a premium to its subscribers can be furnished with as many subscription coupons as are required in exchange for space in its advertising columns. Details to be arranged by special agreement.

"THE improvement in the business conditions wrought within the last few weeks is so marked that it was commented on by all with whom I came in contact. The change is not in any single line of enterprise, but seems to have reached all lines, though in varying degrees."—Controller Eckles, in the *New York Times*.

A DAILY mail with free delivery at every rural post-office in well-settled sections would benefit the people more than any other one thing. A fractional postal currency and a parcel post are also needed. These great reforms are demanded by our farmers' organizations, and are bound to come.—*American Agriculturist*.

NEWSPAPER advertising has evidently had its day. The Chicago, Boston and Detroit papers bind themselves, under heavy penalties, to advertise by circulars only, and now N. W. Ayer & Son, of Philadelphia, who believe in "keeping everlastingly at it," are presenting their advertising patrons with an assortment of jumping beans.

PRINTING firms who make a specialty of booklets for advertisers should write to Rand, McNally & Co., of Chicago, for a copy of a little *Volume de luxe*, entitled "Comfort In Travel," which they publish for the Michigan Central Railroad. PRINTERS' INK would be glad to see a better piece of work, but does not expect to do so soon.

A GENTLEMAN who recently had occasion to make a canvass of the physicians of Louisville and Indianapolis writes to PRINTERS' INK: "In almost every reception room I have found on the desk or table an assortment of the issues of *Munsey's Magazine*. I have been very much impressed with the universal prevalence of this publication."

OF the 20,169 newspapers in the American Newspaper Directory, 261 newspapers are accorded a circulation of more than 25,000 copies each issue. The aggregate is as follows:

57 Dailies .....	3,503,854
1 Semi-weekly .....	40,000
102 Weeklies .....	7,044,749
9 Semi-monthlies .....	897,020
85 Monthlies .....	8,199,774
7 Quarterlies .....	935,733
	20,620,520

AN apt ad tempts others to ad-apt.

"THAT's a striking ad," remarked Bolger as the street sign fell down upon him.

ALMOST every woman knows what merchant's advertisements are worthy of reliance and what are not.

THE man whose hat was knocked off by a drooping telegraph wire said it was a very catching head-line.

HAS any one ever heard of a successful bargain sale that was advertised only by posters, circulars or handbills?

PERHAPS the real reason why many professional men do not advertise is the fact that they have nothing to advertise.

IN most cases the merchant who has no money to spend in advertising eventually has no money to meet other expenses.

IT must be difficult to convince an advertiser that a paper which prints indecent advertisements goes into the peoples' homes.

A COPY of the Minneapolis *Journal* containing an advertisement printed in colors was recently received by PRINTERS' INK, along with a query as to whether the printing of colored advertisements has become customary in the newspapers of the East. So far as can be ascertained, the practice of printing gaudy hued ads in the papers of this section of the country was extremely ephemeral, a fact which seems to have caused no regret. As the New York papers which tried the experiment did not persist long, it must be inferred that it could not have been a glittering success. The printing of advertisements in colors is not only an additional expense, but as they cast the non-colored ads into the shade the value of the latter is considerably diminished. Of course, all the advertisements can be printed in colors, but then they will hardly attract more attention than if they had been printed in black and white. And there you are.

THE success of the new Brooklyn advertising agency of Desmond Dunne Co. seems to be owing, in some measure, to its recognition of the fact that the services of an advertising agent

should not be limited to selecting mediums and placing business for a client. According to Mr. John Irving Romer, whose connection with the company is well known, it is the practice to appoint a competent man to attend solely to the interest of each one of their more important clients. The man so detailed devotes himself entirely to mastering the requirements of that client's advertising. The more valuable time and labor of the client and supervising agent are economized; and the last named is enabled to exercise a useful oversight over all, while the former is relieved from the necessity of employing the services of an advertising manager who cannot possibly have equal facilities for serving him. Most of the local advertising agencies in New York attempt to render nothing more than a messenger boy service, while this Brooklyn concern entirely replaces the advertising manager, and it is said that they do it well.

NEVER mind how good a circulation a paper may possess, advertising in it is rarely profitable when the copy used is not the right kind. Nevertheless, when advertisers fail to secure proper returns on their advertising investments, it is seldom they blame anything but the mediums they have employed. This must be particularly irritating to the editor of a paper in a small country town where no other journal is published. He knows his paper has a good circulation, and that properly prepared advertisements inserted in its columns are sure to bring first-class returns. He realizes, however, that the class of copy many of his patrons use must render their advertising useless, and that the reputation of his journal as an advertising medium will suffer in consequence. In a communication to PRINTERS' INK on this subject, Messrs. Chas. Holt & Sons, publishers of the Kankakee (Ill.) *Gazette*, remark:

"The great trouble with country advertisers is that they *will not* change their advertisements, and the editor in sheer desperation writes something rather than allow the matter to get sour. The average country merchant will change his show windows, but his advertising space, which costs him money, is allowed to present exactly the same features week after week. It takes a long time to educate some men in certain important matters connected with their business, but we are glad to see that with the example and influence of PRINTERS' INK a decided change has taken place in the matter of newspaper advertising. We regard PRINTERS' INK as the newspaper's friend as well as the advertiser's assistant."

THE "POLICE GAZETTE" CRITI- THE NEWSPAPERS OF INDIAN-  
CISES CHICAGO DAILIES.

A recent issue of PRINTERS' INK contained specimen advertisements from a Chicago daily paper collected by a Buffalo clergyman, who asserted that no police paper in America or Europe would publish them or similar advertisements.

Having this assertion in mind, a representative of PRINTERS' INK went down to Franklin Square to interview Mr. Richard K. Fox, proprietor of the *Police Gazette*, the celebrated pink paper so popular with people who are about to be shaved and waiting to be called "next."

Mr. Fox is well known as a sporting man of liberal ideas. He belongs to the ruling class, being an Irishman from Belfast; but no one ever knew him to touch a drop of liquor or use tobacco in any form. His place of business is so well known that it has been said that the most effective way to fixing the location of the establishment of the Messrs. Harper Brothers in the mind of the ordinary inquirer has been found in the statement, "It is opposite the *Police Gazette*."

PRINTERS' INK's representative ascertained that Mr. Fox is now in Europe; but his manager, Mr. James Moorhead, was quite willing to talk.

When shown the ads he exclaimed, after looking at them: "Well, they are pretty tough. About all of them are ads of Chicago fast houses."

"What would you do with such ads, Mr. Moorhead, if they were presented?" I inquired. "Throw them into the waste basket," was his reply.

"Then, similar ads are presented to the *Police Gazette*?" "Yes, lots of them, but they never get by me—they all go in the basket. I think there are very few papers that do not have such ads offered to them more or less. Lots of them have carried them, too, till they were obliged to stop. One especially—a penny morning, not far from PRINTERS' INK, made immense money till they had to shut down something like a year ago."

I asked Mr. Moorhead what his reasons were for refusing such ads, and he said: "Well, first because our readers would object to them, and then again if we printed them we would all be in the Tombs by night."

*By Peter Dougan.*

This city, the State capital of Indiana, is scattered over a wide area, and presents a very attractive appearance. The residences are usually frame houses, but the builders of to-day are using brick and stone. Almost every house has a lawn, and care is given to keep the grass in good cultivation.

The business houses are mostly on Washington street but partly on Illinois, Meridian, Pennsylvania and Alabama streets. The northern and southern parts of the last-named streets are mostly given to residences. The business houses are six and seven stories high—in a few cases ten, and are built of stone.

Washington street is where most of the dry goods, jewelry and retail stores are. Wholesalers are on South Meridian street. At all times Washington street is busy and crowded, in fact it is a Broadway. Though a city smaller in population than Louisville its people have more business and "go." The street car lines or trolleys meet at Illinois and Washington streets, and from that point diverge in every direction.

Retail merchants in want of goods can telephone to their wholesaler, who has them put on a car and delivered to the buyer in short order. The newspapers use the cars in the same way. The papers are left at the distributing points and taken thence by the carriers and delivered at the residences. People subscribe to the papers at so much a week.

Of the daily papers the *News*, an eight-page evening paper, is the leader, having the largest circulation, and it is, one might say, the universal paper.

It issues several editions in the afternoon, and whenever anything important is going on a special edition is certain to come out giving the public the latest possible information. The bulletins exhibited in its office windows are a feature of considerable public interest.

The *Journal* is an eight-page morning paper, Republican in politics. With Republican officers in charge of city affairs, its influence has probably been increased of late. In its tone and character it is similar to the New York *Herald*.

The *Sentinel* is an eight-page morning paper, Democratic in politics. In its manner of getting readers and circulation, it imitates the methods of the New York *World*.

It is hard to form an opinion concerning which of the two morning papers has the largest circulation. Impressions gained on the spot rather indicate that the *Journal* is the one.

The *Sun* is a four-page evening paper, the only one-cent paper of the town and the last daily to appear upon the field. They are pushing the circulation hard, but on the streets it is not very much in evidence.

The German papers are not seen much about the streets. It would appear that the Germans read the English papers, generally.

If only one paper is to be used by an advertiser in Indianapolis, the *News* must be the one. It really seems to be everywhere.

The colored people form quite an element in the population of Indianapolis. They are intelligent and many are in business for themselves. Their two papers, the *Freeman* and the *Courier*, evidently reach a field worthy of cultivation.

The Cincinnati *Enquirer* and *Commercial Gazette* reach the city about 11 a. m. and are sold on most newsstands and by boys in the business streets. They have cultivated this field and are still doing so.

The New York and Chicago papers are not seen much on the streets but the hotel news-stands have them on sale.

MERCHANTS are sometimes led into misrepresenting their wares simply because in extolling on their merits they become "inebriated by the exuberance of their own verbosity." Untruthful statements in advertisements, however, are written intentionally and in cold blood.

#### AN ENTERPRISING ADVERTISER.

"You say," inquired Hobbs, "that you mean to start an antiquarian store and expect to make a success?"

"Of course I do," replied Hobbs, with elation. "I'll advertise in a way that'll fetch 'em. Just look at this sign." And he joyously produced an 8x10 window placard reading:

D. NOBBS,  
ANTIQUITIES.  
All the Very Latest Styles.

*—Chicago Herald.*

#### CLEVER MEN, THEY ARE.

Who gets all the wonderful amount of advertising for the great New York dailies, or superintends the getting thereof? Following is believed to be a practically correct list of the advertising managers:

New York Recorder....	Mr. McLaughlin.
" Press.....	Mr. Freeman.
" Sun.....	Mr. Laffan.
" Times.....	Mr. Peverelly.
" Herald.....	Mr. Fox.
" World.....	Mr. Spear.
" Tribune.....	Mr. Tuttle.
" Journal.....	Mr. Cohen.
" Post.....	Mr. Seymour.
" Mail.....	Mr. Dorr.
" Advertiser....	Mr. Hasbrook.
" News.....	Mr. Nelson.

If you have occasion to place an advertisement with them, how pleasant they make it for you, but try to get an advertising order from one of them and it is 100 to 1 you don't succeed. This is where part of their cleverness comes in.

#### MIXING POLITICS WITH RELIGION.

A "progressive" Congregational church in a Vermont town advertises in the *Outlook* for a minister, young, married, and a Republican. That church seems determined to keep up in its progressive spirit with the political procession returning to Republican rule.—*The Congregationalist.*

#### SEEKING MARRIAGE BY PROXY.

THE brother of a highly respectable young lady is anxious to meet a worthy gentleman whose record will bear investigation; object, matrimony; all correspondence strictly confidential. XXX, Hebrew Standard, New York.

*—Hebrew Standard.*



#### THE BACKBONE OF THE CONCERN.

"I run the horse column," said the turf editor, "the proprietor runs the editorial column, Funniman runs the humorous column and McGee runs the dramatic column. Now, who runs the spinal column?"

"That is easy," said the snake editor. "The advertising manager does."

## A NOVELTY WHICH IS NOVEL.

A glance at the reproduction below of an advertisement which appeared in *Guide* indicates that the Fuller Novelty Advertising Co. is trying, with considerable success, to live up to its name.



### **DESCRIPTION.**

The above is Mr. Smith's first view of his newly completed house. He is surprised at finding it covered with the signs of the different workmen and others who have built and equipped the elegant residence. After the signs are removed Mr. Smith is much pleased with it, and if he ever builds again it is safe to say that he will employ the same business men.

Fuller Novelty Adv. Co., Box 803

## THE WANT COLUMNS.

Nearly every one wants something of some sort and thousands of people find profit in gratifying these wants. But the nature of the longings must first be made public and there is no better means to do this than by employing the want columns of the daily papers. No class of advertising is more read and, hence, no class of advertising brings more responses. There is a person in Auburn, N. Y., who already recognizes all this, as the following ad taken from the *Bulletin* of that city makes evident:

**NOTICE**—I have a church and cannot use it. I want a buyer. Come and see me. Fred M. Smith, 70 South st.

THE man impressed with the notion that "there is plenty of money in a temperance newspaper" has gradually disappeared in New York.—*New York Sun*



## HE BECAME PRESIDENT.

'Tom Bigbee—I believe the president of this road, when he was a boy, sold candy on the trains.

Uncle Oatcake—You don't say so! They do charge like thunder for the candy, but I hardly thought there was so much money in the business as that!—*Chicago Herald*.

**A. B. ADHEM, STOREKEEPER.**

Abou Ben Adhem, may his soul have peace,  
Wished often that his wealth he might increase.

Early each morning he rose and quickly hied  
Himself unto his store, the where he cried  
His wares until the evening's shadows fell,  
But many a day poor Adhem failed to sell  
Enough to pay expenses; this him sore  
Did grieve, and often deep he swore.  
One night he sought his hard and lonely bed—  
He was a bachelor; how could a wife be fed  
On such scant profits as his trade returned?  
He slept, but soon awoke; his eyes discerned  
A form of wonderous beauty standing near,  
The sight of which filled Abou Ben with fear.  
"Your pardon, sir; I did not hear you knock.  
No goods I want to-day, I think; my stock  
Is full." "That's true," the angel said,  
"And so it will be until you are dead.  
Here is a list of men that have much gold,  
Read carefully the names that are enrolled.  
Pray, do you know them, these men blessed  
With scads?"

"Yes, lord," said Adhem, "oft I've read  
their ads."

I see it now, and henceforth will be wise;  
Write me as one that's going to advertise."  
The angel wrote and vanished. Adhem slept,  
And at the earliest light from bed he leapt,  
Then to the newspapers he went in haste,  
And interviewed the men of shears and paste.  
More printers did each editor engage,  
For Abou in each paper took a page.

\* \* \* \* \*

The angel came no more, but the next fall  
Ben paid the biggest income tax of all.

**Displayed Advertisements**

Must be handed in one week in advance.

**SUPERIOR Mechanical Engraving. Photo Electrotype Eng. Co., 7 New Chambers St., N. Y.**

**STAMPS FOR COLLECTIONS—Send for lists. E. T. PARKER, Bethlehem, Pa.**

**POSTAL NOTES ABOLISHED.**

The only substitute that will accommodate or satisfy the people is our **PATENT COIN MAILING CARDS**. Indispensable to a mail business. Special imprint on cards free. Address for samples, ALVORD & CO., DETROIT, MICH.

**BRAND NEW IDEA!!****"Powell's Pocket Rate Book"**

is a corker. Elegantly bound in flexible silk cloth, size  $\frac{3}{4} \times 6$ , and gives the advertising rates of the great publications of America.

5c. takes a copy.

G. H. POWELL, Springfield, Mass.

**Arthur's and Peterson's.**

**\$100  
PER PAGE  
for both  
Magazines.**

F. E. MORRISON, Adv. Mgr.,  
**600 TEMPLE COURT, N. Y.**

MENTION THIS PAPER  
WHEN YOU WRITE.

**WIRE RACKS**

For holding Papers, Letter  
Files, Paper Books, Circulars  
Printed Matter, etc., anything  
Clean, Light, Strong, Harm-  
less, Portable. In use all  
over United States. Send for  
Catalogue and testimonials.

**POPE RACK COMPANY  
ST. LOUIS, MO.**

**Vickery &  
Hill List**

**BRINGS BEST  
PAYING RETURNS.**

SO SAY THOSE WHO USE IT.

If this were not a fact, our columns would not be so crowded month by month with advertisements calling for direct money receipts. We would like to send you a paper for examination.

**1,500,000**

**COPIES MONTHLY PROVED.**

Home Office, Augusta, Maine.

New York Office: 517 Temple Court.  
C. E. ELLIS, Special Representative.

**- WANTED -**

**AN AGENT IN EVERY CITY TO DO ABOUT  
ONE WEEK'S WORK.**

**MAY LEAD TO A PERMANENT POSITION.**

**A PRINTER OR REPORTER WOULD HAVE PREFERENCE.**

Apply in own handwriting; state age and salary (per day) expected. Give references. Address

**PRINTERS' INK, 10 Spruce St., New York.**

THE  
**Toledo Blade,**  
 TOLEDO, OHIO.



*The Daily Blade*

has the largest circulation of any daily paper published in Northwestern Ohio.

*The Weekly Blade*

has the largest circulation of any weekly newspaper of general circulation published in the United States.



*For advertising rates in either edition, address*

**THE BLADE**, Toledo, Ohio.

N. Y. OFFICE :  
33 TRIBUNE BUILDING.

**Time  
Is Coming**

soon when you will make your lists for Fall and Winter Advertising.

You want good returns for money invested. To do this, judgment must be used in making selections of good-paying mediums.

You lack good JUDGMENT and EXPERIENCE if you leave

**The National Tribune**

off your list.

Have you ever tried it? It's a paying medium, as most general advertisers know. Some have been with us ten years, which is proof of a good thing.

Can we interest you to the extent of an order?

Send your advertisement and let us give you an estimate on it, or send for rate card.

THE NATIONAL TRIBUNE,  
Washington, D. C.

Branch Office: 66 World Building.

BYRON ANDREWS, Manager.

*The Best Advertising Medium in West Virginia and Eastern Ohio is the*

**WHEELING NEWS**

**DAILY, 7,500.**

**SUNDAY, 8,000.**

**WEEKLY, 2,500.**

THE "NEWS" IS ALIVE and is read by wide-awake people.

**LARGEST CIRCULATION IN W. V.A.**

*Twice as Large As Any Other Wheeling Daily.*

C. E. ELLIS, Manager Foreign Advertising,  
517 Temple Court, New York City.

**The Publisher Who Wishes To Pay In Advertising**

FOR A COPY OF THE

American

Newspaper Directory

for 1895, that will appear in April next. Price, \$5.

OR FOR ONE OR MORE COPIES OF

Printers' Ink Year Book,

that will appear Thanksgiving Week, Nov., 1894. Price, \$1.

OR FOR A SUBSCRIPTION TO

Printers' Ink;

a journal for advertisers, issued weekly. Price, \$2 a Year, may address

**GEO. P. ROWELL & CO.,**

PUBLISHERS,

10 SPRUCE ST., N. Y.

*Every Advertiser  
desiring to reach  
Women and Homes  
should use*

The

**Housekeeper,**

MINNEAPOLIS, MINN.

**123,000**

COPIES SEMI-MONTHLY.

For particulars apply direct, or to

NEW YORK OFFICE:  
517 TEMPLE COURT.

C. E. ELLIS, MANAGER.

In an advertisement in

Printers' Ink Year Book any newspaper can set forth its circulation and any other advantages it offers to advertisers; and such an announcement will be kept conspicuously before American advertisers for a full year. The first edition of Printers' Ink Year Book will exceed 20,000 copies.

## OCTOBER 1<sup>ST</sup> WAS THE DATE

on which our Winter Rate came into force. Up to that time we accepted orders at 20 cents per line; now charge 25 cents.

THE CIRCULATION OF THE

**Saturday  
Telegram,**

— MANCHESTER, N. H. —

IS GUARANTEED TO AVERAGE

**75,000 COPIES**

per issue for the Winter, almost entirely in New England. As a matter of fact, if you wish to cover the field thoroughly you must use THE TELEGRAM. Advertisers report profitable returns. Place your orders at once, at the Summer Rate, and you are assured an actual

**20% SAVING**

This is worth considering. Write to-day to

C. E. ELLIS, Special Representative,

517 TEMPLE COURT,  
NEW YORK CITY.

Are You Covering Troy?

# The Troy Press

Fills the Bill.

It also Fills the Advertiser's Pocket.

N. Y. OFFICE,  
11 TRIBUNE BUILDING.

H. O'R. TUCKER,  
TROY, N. Y.

IF you are looking for

SPEED,  
SIMPLICITY,  
GOOD WORKMANSHIP,  
GOOD MATERIAL  
AND  
CONSTRUCTION,



You will find all these conditions in the NEW MODEL  
Web Perfecting Press.

Send for Descriptive Catalogue.

CAMPBELL PRINTING PRESS AND MFG. CO.,

224 Dearborn Street, Chicago.

1 Madison Avenue, New York.

IF YOUR OBJECT —

In advertising is to create a demand for and increase the sale of your goods



Is the paper you should select to attain that end in St. Louis and the SOUTHWEST.



**Circulation 80,000 Daily and Still Growing.**

HAVE YOU GOT IT ON YOUR LIST?

E. T. PERRY,

53 TRIBUNE BUILDING, NEW YORK. Manager Foreign Advertising Dep't.

# Youngstown Vindicator.

*Daily 7,800. Weekly 5,200.*

Only Democratic Daily in Northeastern Ohio, and published  
in a city of 40,000 inhabitants.

"Youngstown is the biggest city of its size on earth."—*William McKinley.*

"Youngstown is the greatest little city in the world."—*John Sherman.*

## The Vindicator

is issued every day except Sunday. Bright, clean, reliable,  
pre-eminently a home newspaper, and acknowledged to have  
the largest circulation in Eastern Ohio except Cleveland.

## Advertisers

always secure the very best returns.

Prices, papers, etc., at the home office (the finest newspaper block in Ohio),  
or of

H. D. LACOSTE,  
38 PARK ROW,  
NEW YORK.

A CHANGE OF MANAGEMENT

## THE SILVER CROSS.

I have purchased from Mr. A. H. Page the controlling interest in THE SILVER CROSS, **the only Official Organ of the International Order of THE KING'S DAUGHTERS AND SONS** (nearly 400,000 members registered at this office), and I should like to send a copy of our October issue to every advertiser. Send me your address.

JAMES C. DAYTON,  
PRESIDENT OF THE SILVER CROSS PUB. CO.,  
158 WEST 23d STREET, NEW YORK.

## PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO.,  
EDITORS AND PUBLISHERS.

OFFICES : NO. 10 SPRUCE STREET.

NEW YORK, OCT. 3, 1894.

GOOD household publications are ranking high with advertisers now-days.

The average circulation of *The Ladies' World* for this year, January to December inclusive, will exceed 375,000 copies per issue, exclusive of any free copies.

One of the largest advertisers in the country says he will make a contract on 25,000 proven circulation quicker than on a promise of 50,000, where convincing evidence is lacking.

*The Ladies' World* talks paid-in-advance circulation, and it cuts off promptly every subscription at the end of the term for which it is paid.

Great care should be exercised in the selection of a list of mediums for general advertising, and its paid-in advance circulation should be an important factor in determining the value of a publication.

About ninety-nine out of every hundred advertisers know that a household publication is suited to their advertising, but among this number are many who on account of the character of their announcements find it impossible to get into the better mediums of this class.

Two household publications were compelled to leave out advertising from their October issue on account of lack of space, and *The Ladies' World* was one of them. There is a reason for such popularity—pulling qualities and large paid circulation constituting the cause for the rush of advertisers to their columns.

How many publications aside from *The Ladies' World* are willing to state

their exact number of paid-in-advance subscribers? You can count such mediums on your fingers and still have quite a number of fingers unused.

Do you buy your clothing without knowing what you are getting? Why not apply the same principles in placing your advertising that are brought to bear in other purchases? *The Ladies' World* shows you exactly what you are getting in circulation (paid-in-advance subscriptions). The publication speaks for itself, and after examining its pages and comparing its circulation, an advertiser knows to a certainty what is given him for his money.

Some publishers reserve the right to cancel a contract if it is found that an advertisement is deceptive or objectionable to subscribers. *The Ladies' World* keeps such advertisements out of its columns by refusing them when presented, and by annulling the contract if it is found that an advertiser is not living up to the offers contained in his announcement.

One of the most complete systems for keeping subscriptions is that used in the office of *The Ladies' World*, and frequent tests are made for the benefit of advertisers or their agents, the plan adopted being to have the visitor select a name at random from the list, and then compare the original letter in which the money was sent to pay for the subscription of the person in question with the entry on the subscription card. The average time required to get the letter is thirty seconds, and another half minute will produce the printed slip showing that the record in the subscription department, the original letter and printed list for mailing, all tally perfectly. There can be no juggling with a list which contains closely on to 400,000 paid subscriptions, and this test invariably convinces the party making the examination that the claims for this publication are accurate.

Daily, 32,000

Weekly, 30,000

**QUANTITY AND QUALITY.**

Some advertisers look at quantity of circulation, others look at quality, but the shrewd advertisers look at both. THE

# Denver Times-Sun

and the COLORADO WEEKLY SUN (Weekly issue of DENVER TIMES-SUN) have both quality and quantity. Its daily circulation is fifty per cent larger than any other Denver newspaper, and its weekly circulation is four times as large as all the other Denver weeklies combined.

*If You Want to Cover Denver and Colorado thoroughly, use THE DENVER TIMES-SUN and THE COLORADO WEEKLY SUN. Rates on application. Address*

**THE TIMES-SUN, - DENVER, COLORADO.**

Weekly  
**Louisville Courier-Journal**  
**200,000 Copies**

*and no extra charge for advertising.*

**YOU OUGHT TO  
 KNOW THIS !**

That once a month commencing with September 24th, 1894, the Louisville Courier-Journal (Weekly) will issue

**200,000 Copies**

○ ○ ○ ○

This is **55,000** in addition to its regular subscription list of **145,000**. These large special editions will be issued as follows :

September 24, 1894,	.	200,000
October 29, 1894,	.	200,000
November 26, 1894,	.	200,000
December 31, 1894,	.	200,000
January 28, 1895,	.	200,000
February 25, 1895,	.	200,000

And no advance in rates to advertisers.

**The Louisville Courier-Journal**

Is the leading newspaper in the Great South-West. It is a high-class family newspaper of acknowledged authority and standing, and which is read through and through every week. So generally is this recognized, that no shop, no store, no home in the South-West will be without it. No journal in America covers a richer field, and covers it more thoroughly, than the Courier-Journal.

**Advertisements for these Special Editions** should be sent in one week in advance of the dates of issue.  
 Rates, 75 cents per agate line.

**No extra charge for these 200,000 Editions.**

TRIBUNE BUILDING,  
 NEW YORK.

CHICAGO OFFICE:  
 317 CHAMBER OF COMMERCE.

**A. FRANK RICHARDSON,**

EASTERN AGENT,

OVER  
50,000  
COPIES  
OF  
THE

Pittsburgh  
Chronicle  
Telegraph

ARE  
**SOLD**  
EVERY  
DAY

C. J. BILLSON,  
86 AND 87 TRIBUNE BUILDING, NEW YORK.

# The Pittsburgh Post

IS THE  
HOME NEWSPAPER  
OF THE  
OHIO VALLEY.

It prints all the news of the world. It is, therefore, thoroughly up-to-date, clean and pure. This gives it a warm welcome in every household.

 **ADVERTISERS** SHOULD CAREFULLY NOTE  
THIS GREAT FACT . . .

## Detailed Statement of Circulation,

Month ending August 31, 1894.

DATE. **DAILY EDITION.**

Aug. 1 . . . . .	39,656
" 2 . . . . .	39,160
" 3 . . . . .	39,730
" 4 . . . . .	39,388
" 5 . . . . .	39,906
" 6 . . . . .	38,464
" 7 . . . . .	39,200
" 8 . . . . .	39,176
" 9 . . . . .	40,368
" 10 . . . . .	38,982
" 11 . . . . .	43,672
" 12 . . . . .	38,154
" 13 . . . . .	38,850
" 14 . . . . .	38,544
" 15 . . . . .	39,514
" 16 . . . . .	38,150
" 17 . . . . .	40,746
" 18 . . . . .	43,490
" 19 . . . . .	39,484
" 20 . . . . .	41,518
" 21 . . . . .	41,358
" 22 . . . . .	41,486
" 23 . . . . .	38,562
" 24 . . . . .	42,160
" 25 . . . . .	42,668
" 26 . . . . .	46,422
" 27 . . . . .	42,662
Total.....	1,088,030 .

**SUNDAY EDITION.**

Aug., 1st week . . . . .	24,162
" 2d " . . . . .	24,922
" 3d " . . . . .	23,904
" 4th " . . . . .	23,960
Total.....	96,948

**SEMI-WEEKLY EDITION.**

July, 1st week . . . . .	19,480
" 2d " . . . . .	19,464
" 3d " . . . . .	19,514
" 4th " . . . . .	19,574
" 5th " . . . . .	19,428
Total.....	175,716

**AVERAGE.**

Daily . . . . .	40,297
Sunday . . . . .	24,237
Semi-Weekly.....	19,175

**THE POST** IS THE ONLY ONE-CENT  
Newspaper in PITTSBURGH en-  
joying the great franchise of the ASSOCIATED PRESS. It is  
read by the best classes of people—people who are the  
best purchasers because they have money to spend.

PUT YOUR ADVERTISEMENTS **IT PAYS!!**  
IN THE "POST". . . . .

New York Office: 85 Tribune Building,  
N. M. SHEFFIELD, Agent.



## Contracts always Renewed

---

ADVERTISERS  
who have had contracts with  
**THE**

# Evening Wisconsin

ALWAYS RENEW THEM.

Some of those who are advertising at present  
have advertised continuously in that  
paper for over forty years.

---

## Why Is This?

**BECAUSE:** The WISCONSIN has always done business on the one principle—to give the advertiser the best possible service; to insert the advertisements in letter and in spirit according to contract; good positions, clear impressions and attractive display. Ads inserted in all editions, extras and samples.

THE EVENING WISCONSIN CO.



# Why

does every advertising agent  
counsel the advertiser to use

THE

## Indianapolis News?



## Because:

- 1** Future orders depend upon the returns derived from present orders.
- 2** No other advertising field in America may be so completely covered or so entirely missed in the using or missing of a single newspaper.



P. S.—Sworn average for the past year to April 1st was \$1,801 for each day. Payment for advertising conditioned on larger bona fide circulation than any other three dailies in Indiana combined.



## ■ Caps'Em All ■

Gets the bulge on all other Kansas City papers. Reaches out into the territory of Oklahoma and picks business for its advertisers from remote corners of the Southwest. It's the

# KANSAS CITY TIMES

we're talking about. The morning edition will tell your story to **75,000** wide-awake readers (counting three to a copy), who've got a strong attachment for the paper and money to spend.

---

The American Newspaper Directory for 1894 guarantees its circulation to be: DAILY, **22,116**; SUNDAY, **35,775**; WEEKLY, **39,915**.

FOR RATES AND OTHER INFORMATION ADDRESS

**S. C. BECKWITH,**

SOLE AGENT FOREIGN ADVERTISING,

469 "The Rookery," Chicago. 48 Tribune Bldg., New York.

The Houston  
**POST**  
has the  
Largest Circulation  
of any daily  
**In Texas.**



If anybody thinks otherwise, I would like to have him undertake to prove the contrary.

If he succeeds I will pay him \$100.

J. L. WATSON,  
HOUSTON DAILY POST,  
HOUSTON, TEXAS.

September 25th, 1894.

# Unequaled Advantages

are offered to Newspaper  
Advertisers desirous of availing themselves of the  
immense Combined Circulation of the

# CHICAGO NEWSPAPER UNION LISTS,

WHICH EMBRACE OVER  
1400 First-class Weekly Papers

located in the States of Ohio, Michigan, Illinois,  
Indiana, Wisconsin, Iowa, South Dakota, Nebraska,  
and other Western States.

---

FOR CATALOGUE AND INFORMATION, ADDRESS

CHICAGO NEWSPAPER UNION,

93 SOUTH JEFFERSON ST., CHICAGO, ILL.

NEW YORK OFFICE, 10 Spruce Street.

# The Yonkers Gazette.

EVERY SATURDAY

J. G. P. HOLDEN, Editor and Publisher.

Yonkers, N.Y., Sept. 20, 1894.  
 Wm Johnston.

Dear Sir:  
 Please send me, for Mr. Eff.,

1 3 lb Can Job Black Ink	\$1.00
$\frac{1}{4}$ " Violet Blue, 5 pt. tch	
Wodes No. 77	
$\frac{1}{4}$ " Regal Green, 5 pt. tch	
Wodes No 84	
$\frac{1}{4}$ " Cherry Red, 5 pt. tch	
Wodes No 79	
$\frac{1}{4}$ " Deep Dark Green, 5 pt. tch	
Wodes No 79	
	1.00
	<u>\$2.00</u>

for which I enclose check for  
 $\$2.00$

Yours truly,  
J. G. P. Holden

Your New York, where I have ever  
 been using for some time, give entire satisfaction.

---

A good thing about buying JOB INKS of WILLIAM JOHNSTON, foreman of Printers' Ink Press, No. 10 Spruce Street, New York, is the fact that you don't have to buy any more than you want. He sells  $\frac{1}{4}$ -lb. cans of Carmines, Purples, Gold Inks or Five Dollar Blacks for 50 cents a can, and any other colors or qualities you ever heard of for 25 cents a can, or Poster Inks, any color, in 5-lb. cans, for one dollar a can. You order from anybody's specimen book and JOHNSTON will match the goods: but you will not get an ounce if you do not send the money with the order.

# JOB INKS.

When I used to buy job inks of F. H. Levey I thought I never saw any better.

When I assert that the inks I sell are better than Levey's inks, I hope that God will forgive me.

That is what I assert!

My inks are the best in the world.

Please buy a small lot of me and compare the work it will do with work done with Levey's ink. Then if you write me that mine is as much better as it is lower in price, you will do my soul good.

Here is a reproduction of Levey's price list.

If you have not a copy of his specimen book you ought to get one. You will find it very convenient for use when you want to tell me exactly the shade you desire.

PER POUND.

NEWS INK—fast Cylinder Presses . . . . .	.12 to .16
" —Power Press (according to size of pkg.),	.12 to .18
" —Hand Press (according to size of pkg.),	.20 to .25
<b>EXTRA NEWS INK—Hand or Power Press.</b>	
BOOK INK, . . . . .	.30 .40 .50 .75 1.00
BOOK AND CUT—Soft or Heavy, . . . . .	.50 .75 1.00
<b>EXTRA FINE CUT, . . . . .</b>	1.50 2.00 3.00 5.00
JOB INK—for Dry and Calendered Paper (will not set off), . . . . .	.50 .75 1.00 1.50 2.00
<b>JOB INK—Extra Quick Dryer, . . . . .</b>	1.00 1.50 2.00
WOOD-CUT OR CARD, . . . . .	1.00 2.00 3.00 5.00
INSURANCE POLICY BLACK, . . . . .	1.00

BLUES.

Bronze Blue, . . . . .	2.00 2.50
Dark Blue, . . . . .	.50 .75 1.00 1.50 2.00
Light Blue, . . . . .	.50 .75 1.00 1.50 2.00
Light and Deep Poster Blue, . . . . .	.50 .75
French Ultramarine, . . . . .	.75 1.00 1.50 2.00 3.00
Poster Ultramarine, . . . . .	.40 .50 .75
Blue-Black, . . . . .	1.50 2.00
Blue Lake, . . . . .	.50 .75 .25
Cerulean Blue, . . . . .	.50 .75 .30

REDS.

Super French Carmine, . . . . .	16.00 32.00
Imperial Carmine, . . . . .	10.00
Fine Lake, . . . . .	3.00 5.00 10.00
Brilliant Rose Lake, . . . . .	3.00 5.00
" Reds 1.00 1.50 2.00 3.00 5.00 10.00	
" Rose Scarlet, . . . . .	2.00
" Imperial Red, . . . . .	3.00
" Vermillion, . . . . .	1.00 2.00 3.00 5.00
R. R. Red, . . . . .	1.25
Poster Reds, . . . . .	.50 .75 1.00
Orange Mineral, . . . . .	.30
Claret, . . . . .	3.00
Russia Leather Red, . . . . .	2.00
Jacqueminot Lake, . . . . .	5.00
Rose-Carmine, . . . . .	4.00
Label Red, . . . . .	.60
Deep Cardinal Lake, . . . . .	3.00
Deep Carmine, . . . . .	5.00
Gloss Red, . . . . .	3.00

GREENS.

Dark French Green, . . . . .	1.00 1.50 2.00
Medium French Green, . . . . .	1.00 1.50 2.00
Light French Green, . . . . .	1.00 1.50 2.00
Fine Lake Green, . . . . .	.25
Poster Greens—Light and Deep, . . . . .	.50 .75
Green-Black, . . . . .	1.50 2.00
Olive-Green—Light or Dark, . . . . .	.20 .30
Sage Green, . . . . .	.20 .30
Bronze Green, . . . . .	.20 .30
Dragon Green, . . . . .	.20 .30

PRINTERS' INK.

PURPLES.

	PER POUND.
Violet, . . . . .	5.00 10.00 15.00
Royal Purple—Light and Dark, . . . . .	5.00 10.00 15.00
Violet-Black, . . . . .	3.00

YELLOWS.

	PER POUND.
Super Brilliant Yellow—Lemon, . . . . .	1.00 1.50 2.00
" " Medium, . . . . .	1.00 1.50 2.00
" " Orange, . . . . .	1.00 1.50 2.00
" " D. Or'ge, . . . . .	1.00 1.50 2.00
Poster Yellows, L. M. O., . . . . .	.50 .75
Persian Orange, . . . . .	2.00

WHITES.

Superfine precipitated, . . . . .	.75 1.00 1.50
Poster White, . . . . .	.30 .40 .50

BROWNS.

Brown—Light and Deep, . . . . .	.75 1.00 1.50 2.00
Chocolate Brown—Light and Deep, . . . . .	1.00 1.50
Poster Browns—Light and Deep, . . . . .	.40 .50 .75
Sienna, . . . . .	1.50 2.00
Umber, . . . . .	1.50 2.00
Maroon Lake, . . . . .	2.50 3.00
Terra-Cotta, . . . . .	2.00
Sepia, . . . . .	2.00
Russia Brown, . . . . .	1.50
Photo Brown, . . . . .	3.00
Pansy Bronze Brown, . . . . .	3.00
Satin Brown—Light and Dark, . . . . .	2.00

GOLD SIZE.

FOR PRINTING WITH BRONZE POWDER.

Orange, . . . . .	1.00 1.50 2.00
Brown, . . . . .	1.00 1.50 2.00
White, . . . . .	1.00 1.50

TINTS.

All Shades, . . . . .	.75 1.00 1.50
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VARNISHES.

Printers' Transparent, per lb., . . . . .	.30 .40 .50
Poster Varnish, per gal., . . . . .	2.00 2.50 3.00
Gloss Varnish, per lb., . . . . .	1.00
Extra Quick Dryer, per lb., . . . . .	.50 .75
Ordinary Dryer, per gal., . . . . .	2.50 3.00

TRANSFER COPYING INKS.

Put up in  $\frac{1}{4}$ ,  $\frac{1}{2}$  and 1 lb. Jars.

For Copying in Letter Books.

Fine Black, . . . . .	5.00
Lake, . . . . .	5.00
Red, . . . . .	5.00
Blue, . . . . .	5.00
" Green, . . . . .	5.00
" Purple, . . . . .	5.00
" Violet, . . . . .	5.00
French Carmine, . . . . .	12.00

**BLACKS.**

I will match any of the blacks offered at 20 cents or less, in 25-pound kegs, for 6 cents a pound, or in 500-pound barrels for \$20 a barrel.

I will match any of these blacks priced at from 25 cents to a dollar, in 5-pound cans, for one dollar a can.

I will match any other black on the list for one dollar a pound, or sell four  $\frac{1}{4}$ -pound cans for a dollar.

**BLUES.**

I will match any of these blues catalogued at seventy-five cents or less, in 5-pound cans, for one dollar a can; any of the one-dollar blues I will sell in 3-pound cans at a dollar a can, or any of the higher-priced blues at a dollar a pound, or in  $\frac{1}{4}$ -pound cans for twenty-five cents a can.

**REDS.**

Any of these reds catalogued at less than a dollar a pound I will match, in 5-pound cans, for a dollar a can.

The dollar reds I sell in 3-pound cans for one dollar a can.

Any catalogued at \$2 a pound or less I will match, in  $\frac{1}{4}$ -pound cans, for 25 cents a can. Any of these catalogued at from \$2 to \$32 a pound, I will match, in  $\frac{1}{4}$ -pound cans, for 50 cents a can. There is no ink made on this earth that I am not able to match and sell, in  $\frac{1}{4}$ -pound cans, at 50 cents a can. I mean just what I say; don't misunderstand me.

**GREENS.**

Any of these greens catalogued at less than a dollar a pound I will match, in five-pound cans, for one dollar a can. The dollar greens I sell in 3-pound cans for one dollar a can. Any of the others I will sell, in  $\frac{1}{4}$ -pound cans, for 25 cents a can; bigger cans at same rate. No green ever made is worth more than a dollar a pound.

**PURPLES.**

I will match any of these purples, in  $\frac{1}{4}$ -pound cans, at 50 cents a can or \$2 a pound.

**YELLOWS.**—Same as greens.

**WHITES.**—Same as greens.

**BROWNS.**—Same as greens.

**TINTS.**—Same as greens.

**VARNISHES: BY THE POUND.**

Any sort, in 5-pound cans, for a dollar a can.

**ORDINARY DRYER.**

Sold by Levey & Co. for \$2.50 to \$3 a gallon. I sell for ten cents a pound. It costs about half a cent a pound, or 5 cents a gallon.

Extra quick dryer, in 3-pound cans, for one dollar a can.

**TRANSFER COPYING INKS.**

I will match any of these, in  $\frac{1}{4}$ -pound cans, for 25 cents a can.

**GOLD SIZE.**

I will match any of these, in 3-pound cans, for one dollar a can. In ordering inks, send sample of paper to be used if you can.

When you order of me don't forget to send a check.

A check in hand is the milk in my cocoanut.

I make no bad debts.

I bribe no pressmen.

I fee no collection agent.

I am getting wealthy.



Address WILLIAM JOHNSTON, Manager of Printers' Ink Press,  
10 Spruce Street, New York.

## **MY REFERENCES: i. e., MY PATRONS.**

**W**RITE to some of these people and ask them what they think of a man who, in these times, consents to pay from eight to twenty-five cents a pound for news ink when he can buy a better article of me for four cents—and buys carmine at two dollars an ounce when I will sell him four ounces of the identical stuff for fifty cents, and other Job Inks in proportion.

**NEWS INK**—1 sack 500 lbs. for \$20, 100 lbs. for \$15, 25 lbs. for \$3.50.

**JOB INKS** I sell in  $\frac{1}{2}$  lb. cans. Selected colors, four cans for \$1.

**POSTER INK** (any color), in 5 lb. cans for \$1.

Send order (with Check) to WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., New York.

## ADVERTISING FOR RETAILERS.

*Edited by Charles Austin Bates.*

Retail merchants are invited to send advertisements for criticism and suggestion; to ask questions about anything pertaining to retail advertising; to send ideas, experiences and hints for the betterment of this department. *Printers' Ink* is a clearing-house for ideas—this is the retail branch.

The following is reprinted from the *National Advertiser*. I started with the intention of using only one or two paragraphs, but every word of this is good :

The wonderful successes achieved by those advertisers who obtained the assistance of reliable agencies has created a comparatively new business, that of the professional advertisement writer. And to such an extent has public interest been aroused that the proposition has even been made to establish advertising colleges, at which the science of advertising should be taught, as though advertising were some mechanical art which could be learned in the course of a few easy lessons. But the people who make these wild suggestions utterly fail to conceive what constitutes the real advertising expert. His knowledge has not been the result of a business college education. It does not consist in the ability to distinguish brevier from long primer, write grammatically, and know the rules for space measurement. The ability of the true advertising expert is founded on a lifetime study of human nature, a thorough knowledge of every department of the advertising business, and the power to express, in the right words, the message which an advertiser intends for the public. Unfortunately, the advertising business has been invaded by the charlatan and ignoramus, whose ideas of advertising appear to be that it is merely a matter of throwing together some odd styles of type, inventing "ornamental borders," sometimes hideous in design, and wording an advertisement in a highly humorous style. If he is presenting the merits of a patent coffin, he cracks jokes about it, makes gruesome puns about the terrors of death; and if he is calling attention to some proprietary remedy which may keep people from falling into the coffin-maker's clutches, he is equally merry over his work. Poor puns abound in the productions of the advertising fakir, while catch-lines, comic cuts and fancy borders are held in higher estimation by him than judicious wording and convincing arguments suitably condensed. Many of these so-called professors of advertising adopt fantastic titles, several of which are certainly appropriate in view of the professors' weakness for vulgar slang and flippancy. The effect upon the public of advertisements prepared by these individuals is not profitable to the advertiser. They succeed in producing very much the same impression as that created by an impudent solicitor who enters an office, slaps the business man familiarly on the back, and commences to tell some funny story by way of introduction. With a very few people this style may take, but the majority resent it. On the other hand, the man who seeks business in a courteous manner, introduces himself quietly, tells his story in earnest, simple language, in a few convincing words, creates a favorable impression and succeeds oftener

than he fails. The effective work of the successful advertisement writer is exactly the same as that of the successful public speaker who sways, by his words, audiences made up of all sorts and conditions of men. It must, therefore, be admitted that the skilled writer of advertisements must not only be well-informed on all matters pertaining to advertising, but must be thoroughly equipped educationally, must have a masterly command of language, and, what is most important, possess a thorough knowledge of human nature. Before this undoubted fact, the ornamental borders, puns, acrostics, verbal jingles and flippant jokes sink into utter insignificance.

\* \*

A great many stores neglect one of the most important of advertising methods. Their show windows are not made use of properly. This is particularly true of a store on the outskirts of the city, or in a locality which precludes any idea of advertising in the newspapers.

As I have said before, a very important part of the window display is the use of attractive signs. I saw the use of signs beautifully demonstrated recently in an up-town fish store in New York.

An advertising man suggested that the dealer use signs in his window, and proposed making the signs gratuitously for the sake of the experiment. He used three signs. One of them said : "Lobsters, boiled to-day, at one-third the price you pay in the restaurants." Underneath the card were some lobsters laid out nicely on a marble slab.

The other card was about scallops, and the subject of the third I have forgotten. The three cards were hung in the window in the morning when the store opened, and before eleven o'clock, the stock of all three articles was sold out.

The dealer had never tried anything of the kind before, but had simply gone on in the old way, waiting for people to come in. He is now a convert to the sign idea and is using it regularly.

Another happening in somewhat the same line goes to illustrate the fact that one never can tell how or where or

when an advertisement is going to be beneficial.

In the window of a Broadway hat store was displayed a new device for ironing silk hats. Walter Brett, the advertisement writer, was attracted by the hat ironer, and went in to see it. He didn't buy it, but he was so impressed with its desirability that he became a walking advertisement for it, and at least one of his friends bought the iron at the store which displayed it. Just another demonstration of the fact that "an advertisement works while you sleep."

\* \*

I clipped this from the New York *Herald*. I do not vouch for the truth of the story, but it is a pretty good story anyway:

Stand in the public thoroughfare gazing at anything real or imaginary and the dozens who gather round you will multiply soon into hundreds, and if you stick to it, perhaps thousands. A crowd as big as the street could hold for a block gathered round a sign painter at 28th street and Third avenue the other day. They rallied in curious excitement and dispersed in disappointed disgust.

"My Sin" in huge flaming letters was what the painter had already printed. If ever a crowd was bent on anything it was on the discovery of what that sin was. They asked each other what it might be and hazarded guesses while the man laid by his red paint pot and brought forth a green instead.

What would the next word be?

The crowd grew so excited they called to the man, "What is it?" "Tell us," "Go on." "Hurry." "Paint quick if you won't talk," until it seemed he might grow too bothered to print anything. But he did.

He printed out in small green letters, added to the gigantic "Sin," the syllable "gle," and when the sign was done it read:—"My single aim is to sell at nominal profit."

\* \*

Somebody has written me to ask why it is, when a man is in business by himself, he uses the plural pronouns in writing his ads, and then signs them with his single name.

This brings up a point which is so prevalent and so wrong that I am glad to talk about it.

If a man uses the first person singular in his advertising, he may get a reputation for egotism, but he will make stronger ads which put him closer to the reader. If he says "we" and "us" all the way through, it gives the advertisement an impersonal character, and it seems to me that the advertisement should as nearly as possible represent the owner of the business it is advertising. If he can endow his ads with his own distinct personality, he has accomplished a great point.

In using the words "I" and "my" he will have to be a great deal more careful than he would the other way. I think that he will naturally be more careful in his statements, because it seems to make him personally responsible for them, whereas when he says "we" he shifts the responsibility. "We" in an advertisement is intended to mean the whole store, much as the editor's "we" means the paper as a separate entity and not himself. The store's "we" includes all the clerks and the cash boys and everybody who is connected with the place.

\* \*

In Norwalk, O., is a druggist named Barton, who does a good deal of advertising. I take it for granted that the advertising pays, because he keeps at it, but from reading it I do not see how it can possibly attract anybody.

I have recently noticed several advertisers using the same style, which to my mind is abominable.

Mr. Barton uses a half column or thereabouts of reading matter, which is supposed to be humorous. It is an imitation of the late lamented Josh Billings, and as humor it is not so very bad, but it is not advertising.

I do not believe that I would like to buy my drugs from a humorist. Undoubtedly the personal friends of the writer of this kind of advertising will come in and pat him on the back and laugh at his jokes and consider him a remarkably smart man, but, on the other hand, I believe there are a great many people who are repelled by this kind of work.

I do not know of any business which is not better for being carried on in a perfectly dignified way. I should think that a drug business particularly should be conducted in this manner. A little humor now and then will do no harm, of course, and will do some good, but it should be spontaneous, and there should not be too much of it. A good deal of fun is strained, and even when the jokes are pretty funny, it is rather tiresome to the muscles of the face to keep them in the position of a grin all the time.

I do not believe that Mr. Barton could talk to people who come into his store in the way he has written his advertisements. That is one of the best tests that I know of for an ad. The best thing that can be done with an advertisement is to make it sound like a plain, straightforward talk.

*For Dry Goods—(By J. Frank Hawkins).***Old Bachelors**

Cannot appreciate the elegant assortment of new Fall Goods that we are now displaying on our counters. They would not even provoke a grunt of approval from them. Why should they? Men are not catered to by us; but we

**Want Wives,**

And ladies in general, to come in and look over our stock of seasonable Dry Goods. The quality and prices are both right.

**Muslin & Co.,**

A and B Sts.

*For Pianos—(By E. French).***TWO WA'S TO BUY****PIANOS AT WHOLESALE**

Many dealers buy as a grocer buys sugar—order such a brand at such a price. They don't see the piano till it comes; make no selection—and wouldn't know how if they wanted to.

We frequently visit manufacturers of pianos and organs, try the instruments, and when we come upon a particularly good one, buy it, if the price is right. We know how to judge materials and workmanship as well as musical qualities, and are sure to get our money's worth every time. Instead of getting instruments rejected by others, as somebody must, we always have the choice ones. And as we buy none but famous makes, people who buy of us get only the best instruments the best makers make. Send for catalog. Long credit.

**CURTIS & FRENCH,**

Red Bank and Lakewood, N. J.

*For Hats—(By J. Frank Hawkins).***THE CAUSE**

Of much wonderment, no doubt, will be found in the fact that we sell a Derby of the latest shape and of excellent quality for the small sum of \$2.00, but

**THE EFFECT**

Will be electrical when you have looked at this hat. Have you seen it?

**JOHN WHITE.***For Hats—(By E. French).***A SAD CASE****OF HATS.**

The manufacturer writes it was a mistake and asks us to sell 'em and allow what we can afford.

They came jumbled and tumbled in a big box, some mussed and all sizes—weren't packed at all. Some are a little soiled. They are new and in late shapes, however, and the first comer has his choice for

**70 CENTS**

And we can't take back nor exchange. The ordinary price is \$2.25.

**NOX, HATTER AND FURNISHER.***For Shoes—(By J. Frank Hawkins).***The Average Boy**

Usually knows how to kick and stamp out his shoes in very quick order. Just now, in the language of the boy himself, we have got the bulge on him in the shape of a shoe that, for wearing qualities, cannot be beaten, and the price is only \$0.00.

**HEEL & TOE.***For a Druggist—(By E. French).***SMELLS GOOD.**

+ + Every druggist makes a little perfumery, more or less bad. When I began I made the same kind—didn't know any better. Began to study the big books and made experiments, and kept at it eighteen months before striking anything to compare to the famous colognes. Now it has been a year since my

**QUEEN EXTRACT**

+ + Has been in use, and many users praise it. It's not only a delicious odor, but it LASTS. Many don't last, because made of little else than spirits, which evaporate quickly. I haven't much in the way of gorgeous labels, but it costs but 33 cents a half-pint bottle.

**BROWNE, Pharmacist.**

Do You Want It ? If So Speak Right Up !

If you would like a full-page advertisement inserted in two or more of these daily papers for \$25.00 each, send along the copy and a check quick to the GEO. P. ROWELL ADVERTISING CO., No. 10 Spruce St., New York :

Crawfordsville, Ind., Journal.  
Hamilton, Ohio, News.  
Dover, N. H., Foster's Democrat.  
Bloomington, Ill., Bulletin.  
West Chester, Pa., Republican.  
Youngstown, Ohio, Telegram.  
Lima, Ohio, Times-Democrat.  
Augusta, Me., Kennebec Journal.  
Lockport, N. Y., Journal.  
Plainfield, N. J., Daily Press.  
Terre Haute, Ind., Gazette.  
Wilkes Barre, Pa., Times.

If you would like a full-page advertisement inserted in two or more of these daily papers for \$50.00 each, send along the copy and a check quick to the Geo. P. Rowell Advertising Co., No 10 Spruce St., New York :

Batavia, N. Y., News.  
Steubenville, Ohio, Evening Star.  
Charlotte, N. C., Daily News.  
Elmira, N. Y., Gazette and Free Press.  
Fitchburg, Mass., Sentinel.  
Fort Wayne, Ind., Sentinel.  
Newark, N. J., Deutsche Zeitung.  
New Haven, Conn., Evening Leader.  
Petersburg, Va., Index-Appeal.  
Springfield, Mass., News.  
Bangor, Me., Commercial.  
Bay City, Mich., Tribune.  
Bridgeport, Conn., Daily Union.  
Camden, N. J., Telegram.  
Elizabeth, N. J., Leader.  
Lawrence, Mass., American.  
Oswego, N. Y., Times.  
Taunton, Mass., News.  
Dayton, Ohio, Herald.  
Altoona, Pa., Mirror.  
Lowell, Mass., News.  
Erie, Pa., Morning Dispatch.  
Knoxville, Tenn., Sentinel.  
Lebanon, Pa., Report.

Do  
You  
Want  
It  
?  
If  
So  
Speak  
Right  
Up  
!

Portland, Me., Advertiser.  
 Wilmington, Del., Evening Journal.  
 Meriden, Conn., Record.  
 Meriden, Conn., Republican.  
 Peoria, Ill., Herald.  
 Albany, N. Y., Argus.  
 Elizabeth, N. J., Central New Jersey Herald.  
 Fall River, Mass., Globe.  
 Lancaster, Pa., Intelligencer.  
 Montreal, P. Q., La Patrie.  
 Newburgh, N. Y., News.  
 New York City, Journal of Finance.  
 Oswego, N. Y., Palladium.  
 Portland, Me., Evening Express.  
 Troy, N. Y., Evening Telegram.

If you would like a full-page advertisement inserted in two or more of these daily papers for \$75.00 each, send along the copy and a check quick to the Geo. P. Rowell Advertising Co., No. 10 Spruce St., New York:

Brockton, Mass., Enterprise.  
 Troy, N. Y., Press.  
 Providence, R. I., News.  
 Louisville, Ky., Anzeiger.  
 Columbia, S. C., Register.  
 Williamsport, Pa., Sun.  
 Milwaukee, Wis., Der Seebote.  
 Woonsocket, R. I., Call.  
 Gloucester, Mass., Times.  
 Albany, N. Y., Press and Knickerbocker.  
 Lowell, Mass., Courier.  
 Manchester, N. H., Union.  
 Newport, R. I., Herald.

If you would like a full-page advertisement inserted in two or more of these daily papers for \$100.00 each, send along the copy and a check quick to the Geo. P. Rowell Advertising Co., No. 10 Spruce St., New York:

Augusta, Ga., Chronicle.  
 Trenton, N. J., True American.  
 Philadelphia, Pa., Evening Star.  
 Camden, N. J., Courier.  
 New York City, Wall Street News.  
 Albany, N. Y., Times-Union.  
 Brooklyn, N. Y., Brooklyner Freie Presse  
 Jersey City, N. J., Journal.  
 Newark, N. J., Advertiser.  
 New Bedford, Mass., Evening Standard.

## PRINTERS' INK.

Do

New Haven, Conn., Journal and Courier.  
 New Haven, Conn., Register.  
 Newport, R. I., News.  
 Portland, Me., Eastern Argus.  
 Portland, Me., Press.  
 Springfield, Mass., Republican.  
 Utica, N. Y., Press.  
 Westerly, R. I., Tribune.

You

Want

If you would like a full page advertisement inserted in two or more of these daily papers for \$150.00 each, send along the copy and a check quick to the Geo. P. Rowell Advertising Co., No. 10 Spruce St., New York :

It

Rochester, N. Y., Union and Advertiser.  
 Utica, N. Y., Observer.  
 Meriden, Conn., Journal.  
 Columbus, O., State Journal.  
 Watertown, N. Y., Times.  
 Baltimore, Md., News.  
 Fall River, Mass., News.  
 Wilmington, Del., Morning News.  
 Pittsburgh, Pa., Volksblatt.  
 Toledo, O., Blade.  
 Hartford, Conn., Times.  
 Albany, N. Y., Morning Express.  
 Lynn, Mass., Item.

If

If you would like a full-page advertisement inserted in two or more of these daily papers for \$200.00 each, send along the copy and a check quick to the Geo. P. Rowell Advertising Co., No. 10 Spruce St., New York :

So

Montreal, P. Q., La Presse  
 Pittsburgh, Pa., Leader.  
 Baltimore, Md., Morning Herald.  
 Albany, N. Y., Morning Journal.  
 Cleveland, O., Leader and Morning Herald.  
 Providence, R. I., Evening Telegram.

Speak

Right

If you would like a full-page advertisement inserted in two or more of these daily papers for \$300.00 each, send along the copy and a check quick to the Geo. P. Rowell Advertising Co., No. 10 Spruce St., New York :

Up

Buffalo, N. Y., Commercial.  
 Brooklyn, N. Y., Citizen.  
 New York City, Evening Post.

!

If you would like a full-page advertisement

Do

inserted in two or more of these daily papers for \$400.00 each, send along the copy and a check to the Geo. P. Rowell Advertising Co., No. 10 Spruce St., New York :

You

Brooklyn, N. Y., Eagle.  
Pittsburgh, Pa., Freiheits Freund.  
New York City, Morning Journal.  
Philadelphia, Pa., Times.

Want

If you would like a full-page advertisement inserted in the paper named below for \$500.00, send along the copy and a check to the Geo. P. Rowell Advertising Co., No. 10 Spruce St., New York :

It

Washington, D. C., Evening Star.

?

If you would like a full-page advertisement inserted in the paper named below for \$700.00, send along the copy and a check to the Geo. P. Rowell Advertising Co., No. 10 Spruce St., New York :

If

Philadelphia, Pa., Record.

If you think some of the papers that have been named offer much more favorable rates than others we quite agree with you and recommend that you use those whose rates you like best. Send copy and order to us.

So

The Geo. P. Rowell Advertising Company,  
No. 10 Spruce St., New York.

Speak

If you want a half or quarter-page, send copy and we will tell you what we can do.

Right

If you want papers not here mentioned, please name the papers you do want, and send copy, and we will tell you what can be done.

Up

See last page of  
this issue of  
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If you wish to advertise in a live, up-to-date manner,

Address

THE GEO. P. ROWELL ADVERTISING CO.,  
No. 10 Spruce St., New York.

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Successful advertisers do not now insert a stereotyped advertisement day after day and year after year. When the up-to-date advertiser has something to say he says it as quickly, as boldly, as loudly as he can, and says it in a manner that people are compelled to hear and cannot fail to understand. He uses the daily paper that will appear to-morrow, and for next week he has a new announcement to make. When he has nothing to say he says nothing and saves his money.



We will give you a bold announcement in a selection of the best American dailies. It will go in quickly. Its results will be immediate. If satisfactory we will repeat. If not, you will know it without wasting a season in waiting. If interested, address,



**The Geo. P. Rowell Advertising Co.,  
10 Spruce St., New York.**